



2020 MEMBERSHIP INFORMATION PACKET

MISSION

*To promote the Alexandria Lakes Area as the ultimate destination to
"live, work, play and prosper."*

PURPOSE

"Lead, connect and collaborate for a thriving community."



2019 Metrics

Contacts	10,692
<i>(phone, email, walk-in)</i>	
Website Visitors	236,361
Relocation Packets Distributed	237
Alexandria Visitor and Livability Guides Distributed	45,000
Convention Bags Distributed	3,301
Ambassador Visits	41
Membership Team Visits	49
Ribbon Cuttings & Groundbreakings	8
Grow Minnesota Visits	16
Chamber Bucks Distributed	\$38,477
Businesses Accepting Chamber Bucks	236
New Members	59
Total Members as of December 31	611
Business Members	508
Nonprofits/Churches/Schools/Service Organizations	95
Individual Members	7

Good news for Chamber members! ©ACCE/SBN

A national study by The Schapiro Group, an Atlanta based market research firm, reveal how consumers and business owners perceive the local Chamber of Commerce and the businesses that are their members:

- Consumers who are told that a business is a Chamber member are 51% more likely to be highly aware of the business and 57% more likely to think positively of its local reputation.
- When consumers know that a business is a member of the local Chamber, they are 63% more likely to buy future purchases from them.
- 82% of respondents believe that the local Chamber of Commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local Chamber of Commerce.



5 KEY BENEFITS to MEMBERSHIP

1. MARKETING

Be seen! Chamber marketing venues such as the Visitor Center, website, social media and events offer numerous opportunities to market your goods and services.

[LEARN MORE](#) 

2. NETWORKING

Gain opportunities to meet others, develop relationships, form partnerships and collaborate, creating a strong and reliable network and support system.

[LEARN MORE](#) 

3. EDUCATION

Learn, grow, and stay informed through Chamber events, communications, newsletters, seminars, professional development opportunities and more.

[LEARN MORE](#) 

4. ADVOCACY

The Chamber serves as a collective voice for 600+ local members to influence government on issues impacting your business and our Greater Minnesota community.

[LEARN MORE](#) 

5. CREDIBILITY

Consumers trust Chamber members! Being connected to a Chamber boosts credibility, shows commitment to the community, and makes your business more desirable.

[LEARN MORE](#) 



MEMBERSHIP OPPORTUNITIES

Marketing

Online:

Online Membership Directory Listing Enhancements	INCLUDED
Upload logo, photo, video	INCLUDED
Add description	INCLUDED
Add coupon/discount	INCLUDED
Add hyperlink	\$60/yr
Welcome Listing on Website for 30 days	INCLUDED
Jobs Portal Listings	INCLUDED
Social Media Tags/Links	INCLUDED

Print:

Membership Directory Listings	INCLUDED
Marketing Material in Visitor Center	INCLUDED
Relocation Packet Insert	\$300/yr
Convention Bag Stuffers	INCLUDED
Membership Directory Ad	Varies
Visitor and Relocation Guide Ad	Varies
Annual Celebration Tabloid Ad	Varies
Business & Industrial Appreciation Day Tabloid Ad	Varies

Event Sponsorship & Hosting:

Wake Up Alexandria	\$150
Off the Clock	\$150
Duffer's Delight Golf Tournament	Varies
Spring/Fall Luncheon	Varies
Noontime Knowledge	Varies

Other:

Business to Business Email Blast	\$100/\$65
Events at a Glance	INCLUDED
Membership Team Visit and Promotion	INCLUDED
Business Buzz in Newsletter	INCLUDED
Groundbreaking/Ribbon Cutting Events	INCLUDED

Networking

Wake Up Alexandria	\$1
Off the Clock	\$1
Business & Industrial Appreciation Day	Varies
Annual Celebration	Varies
Duffer's Delight Golf Tournament	Varies
Alexandria Area Young Professionals	Varies

Education

Leadership Alexandria	Reduced
Chamber 101	INCLUDED
Chamber 201 (online)	INCLUDED
Newsletter	INCLUDED
Email Communications	INCLUDED
Spring/Fall Luncheons	Varies
Noontime Knowledge	Varies
Listen & Learn (virtual)	INCLUDED

Advocacy

Grow Minnesota Program
Minnesota Chamber Federation
Minnesota Chamber of Commerce
Contact with Legislators
United Voice

Credibility

Membership Cling, Certificate, Online Logo	INCLUDED
Referrals - Walk-In, Phone, Email, Website	INCLUDED

Other Benefits

Notary Services	INCLUDED
Certificate of Origin	INCLUDED
Chamber Buck Program	INCLUDED
Insurance Discounts	Varies
Member Mailing Labels	Varies
Projector Rental	\$25
Roland Speaker System Rental	INCLUDED
Bose Speaker System Rental	\$25

Professional Chamber Team working for you - **PRICELESS!**

INVESTMENT OPTIONS

PLATINUM \$3000+

	<u>Value</u>
Website Hyperlink	\$60
B2B Email Blast* (3 per year)	\$300
Annual Celebration (2 tickets)	\$50
Luncheons - 2 tickets (spring and fall)	\$100
Membership Directory (2 add'l listings)	\$100
Membership Directory Ad (1/4 page full color)	\$250
Member Labels* (1 set/year by request)	\$50
Relocation Packet Sponsor	\$300

Value: \$1,210

GOLD \$2000+

	<u>Value</u>
Website Hyperlink	\$60
B2B Email Blast* (2 per year)	\$200
Annual Celebration (2 tickets)	\$50
Luncheons - 2 tickets (spring and fall)	\$100
Membership Directory Ad (1/4 page full color)	\$250
Member Labels* (1 set/year by request)	\$50

Value: \$710

SILVER \$1000+

	<u>Value</u>
Website Hyperlink	\$60
B2B Email Blast* (2 per year)	\$200
Annual Celebration (2 tickets)	\$50
Luncheons - 2 tickets (spring and fall)	\$100

Value: \$410

BASIC \$300+

BRONZE \$500+

	<u>Value</u>
Website Hyperlink	\$60
B2B Email Blast* (1 per year)	\$100
Annual Celebration (2 tickets)	\$50

Value: \$210

FOUNDATION \$255

INDIVIDUAL** \$120

**Item may be donated to a nonprofit Chamber member.*

All other items are nontransferable.

*** Cannot be used for promotional purposes.*

No political campaigning allowed with any membership.

Alexandria Lakes Area Chamber of Commerce Membership Application

Business/Organization Name: _____

Check address to be published. If none check here

Billing Address: _____

Mailing Address: _____

Physical Address: _____

Reason for joining: Marketing Networking Education Advocacy Credibility

Phone: (Published) _____ Mobile: _____

Primary Contact: (Published)

Secondary Contact: (NOT Published)

Name: _____

Name: _____

Title: _____

Title: _____

Email: _____

Email: _____

Website: _____

Category Listings: (See Membership Category Listings in the membership packet. Select up to three to be published in print directory. Check which listing is to be your primary. Note any additional website listings in open space to the right.)

- _____
- _____
- _____

Preferred delivery of Newsletter Mail Email

Is your organization a nonprofit? Yes No 501(c)(3) nonprofit? Yes No

Would you like to accept Chamber Bucks at your business? Yes No

Would you like to display your marketing materials in the Visitor Center? Yes No

Would you like to be contacted about Relocation Packet Sponsorship? Yes No

Would you like to be contacted regarding Visitor & Relocation Guide Advertising? Yes No

Would you like to be contacted about donating to the Pot of Gold? Yes No

Membership Dues Investment Computation

of Full Time Equivalent (FTE) employees: _____

Annual Dues Amount: \$ _____

Set Up Fee (waived for ACH): \$ 25

Optional: Add Hyperlink to Online Listing: Yes No

If yes, add: \$ 60

Total Due: \$ _____

**Fill out attached form to set up ACH processing.
Contact the Chamber office for other payment options.**

PLEASE NOTE:

- * Multi-business discount of \$85 on each additional membership (renewals must occur same month).
- * Membership is annually renewed and in effect until terminated.
- * Dues are not tax deductible as charitable contributions, but may be deductible as ordinary and necessary business expenses.
- * Some insurance companies offer discounts for Chamber membership. Check with your provider!

Membership dues may be paid annually, quarterly or monthly. Please check your preference below:

Annually Quarterly Monthly (ACH or Credit Card payments only)

Authorized Signature

Date

I hereby apply for membership to the Alexandria Lakes Area Chamber of Commerce, for which I agree to pay the above annual sum. Membership is automatically renewable and remains in effect until terminated. If I choose to terminate membership prior to the annual renewal date, I understand no refund will be issued and any balance due must still be paid.



Membership Category Listings

Membership listings categorize Chamber member businesses for the online and printed membership directories to assist consumers when looking for a specific type of business. Businesses may be listed under three categories in the printed membership directory and an unlimited amount of applicable categories online.

Abstract Title
 Accountants
 Acupuncture
 Advertising/Marketing
 Agriculture Sales/Service
 Aircraft Charter/Rental/Repair
 Airports
 All Terrain Vehicles (ATV)
 Sales/Service
 Animal Shelters
 Antiques/Collectibles
 Apartments/Condominiums
 Appliance Sales/Service
 Architectural Services
 Art Studios
 Associations
 Attractions/Entertainment
 Audiology
 Automotive Glass/Windshield Repair
 Automotive Parts/Accessories
 Automotive Sales
 Automotive Service/Repair
 Bait/Tackle
 Bakeries
 Banks/Credit Unions
 Banquet/Convention Facilities
 Beauty Salons/Products
 Bed & Breakfast Inns
 Beverage Distributors
 Bicycle Sales/Service/Rentals
 Boat Storage
 Bookstores
 Boutiques
 Bowling
 Breweries
 Bridal Sales/Services
 Building Materials
 Bus Tours
 Business Consultants

Business Support Services
 Cabinets/Counter Tops
 Camping - Overnight
 Camping - Seasonal
 Car Wash
 Casinos
 Catering
 Cellular Sales/Service
 Child Care
 Chiropractic Care
 Christian Gifts/Supplies
 Churches
 Cleaning Services
 Clinics
 Clothing Stores
 Coaching - Personal
 Coffee Shops
 Collection Agencies
 Commodity Brokerages
 Computer Consultants
 Computer Sales/Service
 Concrete/Masonry
 Consignments
 Construction Management
 Contractors
 Convenience Stores
 Convention/Visitors Bureaus
 Copywriting Services
 Counseling
 Craft Supplies/Classes
 Custom Framing
 Dance Instruction
 Day Programs
 Decorations - Weddings/Events
 Dental Care
 Department Stores
 Discount Stores
 Distilleries
 DIY Workshops

Drafting/Design Services
 Drone Services
 Document Destruction
 Drug Screening/Detection
 Dry Cleaners/Laundrerers
 Duct Cleaning
 Economic Development
 Education
 Electrical Contractors
 Electronics
 Embroidery/Screenprinting
 Employment Agencies
 Engineering Services
 Excavating
 Farmer's Markets
 Financial/Investment Services
 Fire/Water Restoration
 Fireplace Sales/Service
 Fish House Sales/Rental
 Fishing Equipment/Supplies
 Fitness Centers
 Flags/Accessories
 Floor Coverings
 Florists
 Food Processing/Packaging
 Fuel Sales/Service
 Funeral Homes
 Furniture - New
 Furniture - Used
 Garage/Overhead Doors
 Garbage Services
 Gift Shops
 Glass/Glazing
 Golf Courses
 Gourmet Food
 Government Officials
 Graphic Design
 Greenhouse
 Groceries

Continued on back...

Guide Services
Handy Man
Hardware
Health Care Services
Health/Wellness
Heating/Air Conditioning Contractors
Home Associations
Home Health Care
Hospitals
Hotels/Motels
Human Resources
Ice Cream/Yogurt Shops
Individual Members
Insulation Sales/Services
Insurance Services
Interior Decorating/Design
Internet Service Providers
Inventory Liquidators
Inventory Services
iPhone/iPad Service
Irrigation Services
IT Services
Jewelers
Kennels
Landscape Services
Lawn Care
Lawn/Garden Supplies
Lawn Mower Sales/Service
Leasing Services
Legal Services/Attorneys
Lighting Fixtures
Liquor Stores
Locally Produced Products
Lounge/Bar
Mailing/Shipping Services
Manufacturing
Manufacturing Suppliers
Marinas
Marine Sales/Service/Rentals
Martial Arts
Massage Therapy
Meat Markets
Media
Mediation
Medical Equipment/Supplies
Medspa Services
Ministries
Mobile/Modular Home Sales
Mobile Vendors
Mortgage Lenders
Motorcycle Sales/Service/Rentals
Moving Services
Museums
Musical Instrument Sales/Lessons

Naturopathic Medicine
Newspapers/Magazines
Non-Profit Organizations
Nutrition Consultants
Office Equipment/Furniture/Supplies
Online Store
Ophthalmology
Optometry
Owners Representatives
Paint/Painters
Paving/Sealcoating
Pawn Shops
Payroll Preparation
Personal Services
Pest Control
Pet Services/Supplies
Pharmacies
Photo Printing
Photography
Physical/Occupational Therapy
Pizza
Plumbing Contractors
Pressure Washing
Printing
Professional Networking Organizations
Promotional Products
Property Management - Commercial
Property Management - Residential
Quilting and Sewing Supplies/
Machines/Classes
Racetracks
Radio Stations
Real Estate Services
Realtors
Recreation Centers
Recreational Rentals
Recreational Vehicle (RV) Sales/Service
Recycling Services
Renewable Energy/Solar
Rental Equipment
Rental Space - Commercial
Resorts
Restaurant Supplies
Restaurants
Restoration
Retreat/Reunion Facilities
Road Construction
Roofing Contractors
Satellite/Cable Equipment/Service
Scuba Diving Equipment/Lessons
Security Systems
Senior/Assisted Living
Senior Services
Service Organizations

Shooting Ranges
Shopping Centers
Sign Companies
Ski Equipment Sales/Rental
Skiing/Tubing
Snow Removal
Snowmobile Sales/Service
Snowmobile Trails
Solar
Spa Services
Sporting Goods
Sports Clubs/Teams
Sports Facilities/Ice Rinks
Storage
Surveyors
Tailoring/Alterations
Tanning Salons
Tattoo Parlors
Tax Preparation
Telecommunications Sales/Service
Television Stations
Theaters
Tire Sales/Service
Towing/Roadside Services
Trailer Sales/Rental
Training Services
Transitional Housing
Transportation Services
Travel Agencies
Tree Services
Trophies/Awards
Truck Dealers
Truck Service/Repair
Trust Companies
Tuxedos/Formal Wear
Uniform/Linen Services
Upholstery
Utilities
Vacation Home Rentals
Vacuum Sales/Service
Veterinary Clinics
Video Production/Editing
Vocational Services
Volunteer Opportunities
Warehousing
Water Treatment Sales/Service
Web Page Development
Well Drilling/Installation
Wholesale Distributors
Wineries
Woodworking
Yoga
Youth Camps