



2019 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."



2018 Metrics

| | |
|---|-----------------|
| Contacts | 15,514 |
| <i>(total given via phone, email, walk-in, museum guests)</i> | |
| Website Visitors | 171,364 |
| Relocation Packets Distributed | 288 |
| Alexandria Visitor and Livability Guides Distributed | 47,000 |
| Convention Bags Distributed | 1,985 |
| Ambassador Visits | 36 |
| Membership Team Visits | 46 |
| Ribbon Cuttings & Groundbreakings | 16 |
| Grow Minnesota Visits | 16 |
| Chamber Bucks Distributed | \$44,522 |
| Businesses Accepting Chamber Bucks | 252 |
| New Members | 67 |
| Total Members as of December 31 | 608 |
| Business Members | 508 |
| Nonprofits/Churches/Schools/Service Organizations | 93 |
| 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.



Membership Benefits

Marketing Opportunities

Online:

| | |
|--|---------|
| Listing in Online Membership Directory | FREE |
| Enhance Online Listing | |
| Upload logo, photo and video | FREE |
| Add description | FREE |
| Add coupon/discount | FREE |
| Add hyperlink | \$60/yr |
| Welcome listing on website for 30 days | FREE |
| Access to Chamber member logo | FREE |
| Jobs Portal | FREE |
| Community Calendar | FREE |

Print:

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

Other:

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

Networking Events

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

Event Sponsorship & Hosting

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

Educational/Informational

| | |
|-----------------------|---------|
| Leadership Alexandria | Reduced |
| Chamber 101 | FREE |
| Chamber 201 | FREE |
| Newsletter | FREE |
| Email communications | FREE |
| Spring/Fall Luncheons | Varies |

Other Benefits

| | |
|-----------------------|--------|
| Notary Services | FREE |
| Certificate of Origin | FREE |
| Chamber Buck Program | FREE |
| Referrals | FREE |
| Advocacy | FREE |
| Insurance discounts | Varies |
| Member Mailing Labels | \$50 |

NEW MEMBERS ENJOY \$100 IN FREE CHAMBER BENEFITS!



2019 Membership Rates

The mission of the Alexandria Lakes Area Chamber of Commerce is to promote the area as the ultimate destination to live, work, play and prosper through public promotion and member and information services. This organization was founded in 1907 as a Commercial Club to support the local business community. Our membership has grown to also include numerous civic and nonprofit organizations, churches, individuals and more. We offer a variety of programming and services to support all of our members and to improve the economic wellbeing of the entire community.

Membership dues can be paid on an annual or semi-annual basis, or can be made monthly with automatic credit/debit card transactions (a 3% processing fee is added for the monthly option).

General:

General category rates are based on the number of Full Time Equivalent (FTE) employees the business employs on a regular basis – including the owner(s). Adjustments are made for part-time and seasonal employees.

| Number of Employees | Annual | Monthly |
|-----------------------|----------|----------|
| 1-2 | \$ 255 | \$ 21.90 |
| 3 | \$ 281 | \$ 24.10 |
| 4 | \$ 303 | \$ 26.00 |
| 5 | \$ 333 | \$ 28.60 |
| 6 | \$ 357 | \$ 30.65 |
| 7 | \$ 384 | \$ 32.95 |
| 8 | \$ 410 | \$ 35.20 |
| 9 | \$ 434 | \$ 37.25 |
| 10 | \$ 461 | \$ 39.55 |
| 11 | \$ 479 | \$ 41.10 |
| 12 | \$ 496 | \$ 42.55 |
| 13 | \$ 512 | \$ 43.95 |
| 14 | \$ 531 | \$ 45.60 |
| 15 | \$ 549 | \$ 47.10 |
| 16 | \$ 564 | \$ 48.40 |
| 17 | \$ 585 | \$ 50.20 |
| 18 | \$ 600 | \$ 51.50 |
| 19 | \$ 616 | \$ 52.85 |
| 20 | \$ 634 | \$ 54.40 |
| Each additional 21-30 | \$ 10.46 | |
| Each additional 31+ | \$ 7.80 | |

Financial Institutions:

For banks, credit unions, mortgage and loan production offices and credit unions.
Assessed at \$34.68 per million in deposits, calculated from YTD average total deposits.
Minimum dues: \$612.

Manufacturing/Hospitals/Care Homes:

\$255 PLUS \$3.37 per FTE

Lodging, Campgrounds and Cabins:

| | | |
|---------------|-------|--------------|
| Bedrooms: | | \$20.71 each |
| Campsites: | 1-15 | \$5.30 each |
| | 16-30 | \$4.79 each |
| | 31 + | \$4.28 each |
| Minimum dues: | | \$255 |

Civic or Nonprofit Organizations:

\$255 for 0-3 paid FTE employees
\$305 for 4-9 paid FTE employees
General category pricing for 10+ paid FTE employees
Free set up, free hyperlink, discounted email blast rate.

Schools:

Use general category pricing for 0-12 FTE employees
\$510 for 13+ FTE
Free set up, free hyperlink, discounted email blast rate.

Churches:

\$255
Free set up, free hyperlink, discounted email blast rate.

Individual/Student:

\$100
Free set up.
Not available for business promotional benefits and does not qualify for \$100 in new member benefits.

PLEASE NOTE:

- * A \$25 set up fee is charged to all new members. After the first year, the \$25 appears on the invoice as a Voluntary Contribution. The contributions are used for operating expenses in an effort to minimize dues increases.
- * Membership is annually renewed and remains in effect until terminated.
- * Chamber contributions are not tax deductible as charitable contributions, but may be tax deductible as ordinary and necessary business expenses.
- * Some insurance companies offer discounts for Chamber membership. Check with your provider!
- * Multi-business Discount: Members receive an \$85 discount on each additional membership.
- * There is a \$4,025 cap on dues for any membership category.



2019 Chamber Partner Packages

Silver

\$1,000 - \$1,999

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

Total Value: \$370

Gold

\$2,000 - \$2,999

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

Membership Directory Ad
(1/4 page full color).....\$250

Printed Member Labels*
(1 set per year upon
request).....\$50

Total Value: \$670

Platinum

\$3,000 +

| | <u>Value</u> |
|---|--------------|
| Website Hyperlink..... | \$60 |
| B2B Email Blast* (3 per year)..... | \$300 |
| Annual Celebration (2 tickets)..... | \$50 |
| Luncheons - 2 tickets (spring and fall)..... | \$60 |

Membership Directory
(2 additional listings).....\$200

Membership Directory Ad
(1/4 page full color).....\$250

Member Labels*
(1 per year upon
request).....\$50

Relocation Packet Sponsor.....\$300

Total Value: \$1,270

**Item may be donated to a non-profit Chamber member*

Thank you for partnering with us to “promote the Alexandria lakes area as the ultimate destination to live, work, play and prosper!”

We appreciate your support! Chamber Partners are recognized on our website, at the Annual Celebration and on various print materials throughout the year.

Alexandria Lakes Area Chamber of Commerce

206 Broadway St, Alexandria, MN 56308

320-763-3161 | info@alexandriamn.org | www.alexandriamn.org

Alexandria Lakes Area Chamber of Commerce Membership Application

Business/Organization Name: _____

Primary Address: (Published in Member Directory) _____

Billing Address: (If different than primary) _____

Physical Address: (If different than primary) _____

Phone: (Published) _____ Mobile: _____

| | |
|-------------------------------------|---|
| Primary Contact: (Published) | Secondary Contact: (NOT Published) |
| Name: _____ | Name: _____ |
| Title: _____ | Title: _____ |
| Email: _____ | Email: _____ |

Website: _____

Category Listings: (Select up to three to be published in print Member Directory. Available listings are included in the membership packet.)

1) _____ 2) _____
3) _____

Preferred delivery of Newsletter Mailed Emailed

| | |
|--|---|
| Would you like to display your marketing materials in the Visitor Center? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Are you interested in being a sponsor for the Relocation Packet? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Would you like to accept Chamber Bucks at your business? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Would you like to be contacted regarding Visitor & Relocation Guide Advertising? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Are you interested in donating to the Pot of Gold? | <input type="checkbox"/> Yes <input type="checkbox"/> No |
| Is your organization a nonprofit? <input type="checkbox"/> Yes <input type="checkbox"/> No | 501(c)(3) nonprofit? <input type="checkbox"/> Yes <input type="checkbox"/> No |

Membership Dues Investment Computation

Number of Full Time Equivalent (FTE) employees: _____

Annual Dues Amount: \$ _____

Member Set Up Fee: \$25 _____

Optional: Add Hyperlink to Online Listing: Yes No

If yes, add: \$60 _____ OR Apply New Member benefit: Yes No

Total Due: \$ _____

Check Attached Credit/Debit Card

Renewal Dues to be invoiced on: Annual Basis Semi-Annual Basis Monthly Basis (auto pay only)

Authorized Signature _____

Date _____

I hereby apply for membership in 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. Contributions or investments to the Alexandria Lakes Area Chamber of Commerce are not tax deductible as charitable contributions. However, they may be tax deductible as ordinary and necessary business expenses.

MC/Visa _____ 3 digit code _____ Exp. Date _____

Name on Card _____ Phone: _____

Billing Address for Card _____ City/State/ Zip _____



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 Rentals/Sales/Service
 Boat Storage
 Bookstores
 Bowling
 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
 Counseling
 Craft Supplies/Classes
 Custom Framing
 Dance Instruction
 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
 Guide Services

Continued on back...

Handy Man
Hardware
Health Care Services
Health/Wellness
Heating/Air Conditioning Contractors
Home Associations
Home Health Care
Hospitals
Hotels/Motels
Ice Cream/Yogurt Shops
Individual Members
Insulation Sales/Services
Insurance Services
Interior Decorating
Internet Service Providers
Inventory Liquidators
Inventory Services
Irrigation Services
IT Services
Jewelers
Kennels
Landscape/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 Equipment Rentals
Marine Equipment Sales/Service
Martial Arts
Massage Therapy
Meat Markets
Media
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 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 Rental/Sales
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
Volunteer Opportunities
Warehousing
Water Treatment Sales/Service
Web Page Development
Well Drilling/Installation
Wholesale Distributors
Wineries
Youth Camps