

why join the chamber?

ECONOMIC GROWTH

The Chamber brings businesses to the area by promoting tourism and events.



Get noticed in your community!

DISCOUNTS

Member to Member discounts increase your buying power!



LEARNING

The Chamber offers many training and growth opportunities for members!

MEMBERS GET MORE!

NETWORK

Chamber events get you connected!
Networking is Powerful.



PROGRESS

Effective action for the progress of the community.



HAVE A VOICE

The Chamber advocates on your behalf.

CREDIBILITY

Your reputation matters.
Chamber Membership is respected by the community.



Membership Levels Annual Investment Dues

| Signature Partner | | | | |
|--|--|--|--|--|
| Elite | | | | |
| Premium | | | | |
| Basic (Special Price Non-Profit Orgs \$125) | \$295 | \$500 | \$1,250 | \$3,500 |
| NEW for Basic Memberships!! Enhanced Web Listing in the Business Directory | ✓ | ✓ | ✓ | ✓ |
| Hyperlink & Contact Information | ✓ | ✓ | ✓ | ✓ |
| <ul style="list-style-type: none"> ○ Enhanced Web Listing including expanded business description up to 1600 characters, short business description in directory ○ Logo ○ Hyperlink ○ Contact info ○ Up to 30 keywords ○ 5 item bullet point list ○ Search results icon ○ Photo Gallery ○ YouTube Video | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ | ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ ✓ |
| Advertise Hot Deals, Specials & Job Openings and Events for your Business on the Chamber website | ✓ | ✓ | ✓ | ✓ |
| Business Listing in printed and online directories | ✓ | ✓ | ✓ | ✓ |
| Membership window decal to display at Business location | ✓ | ✓ | ✓ | ✓ |
| Member Only Discounts | ✓ | ✓ | ✓ | ✓ |
| Membership Database; 1 copy a year | | ✓ | ✓ | ✓ |
| Ribbon Cutting (or other photo opportunity) | | ✓ | ✓ | ✓ |
| Business name displayed on Homepage with Hyperlink to Website | | | ✓ | ✓ |
| 1 Luncheon Registration per month (\$30-\$40 Value) | | | ✓ | ✓ |
| Recognition of Signature Partners at all events and in the annual Discover Lake Travis Guide | | | | ✓ |
| Logo & link to business website prominently displayed on Chamber homepage | | | | ✓ |
| Banner Display at Chamber Events | | | | ✓ |
| 2 total Luncheon Registrations per month (\$60-\$70 Value) | | | | ✓ |



How to Get the Most Out of Your Membership

30 Days

- Meet with Jewell Salazar, Director of Member Services, to perform a Needs Analysis and set up your Advanced Chamber Member Profile. (Including your logo, phone #, address and brief description of your business.)
- Get social!! Join our social media sites to network online.
- Post your announcements on our Facebook pages
 - ★ Lake Travis Chamber of Commerce
 - ★ Leadership Lake Travis
 - ★ Lake Travis Springfest
- Add the Lake Travis Chamber of Commerce **Proud Member** logo to your website and media platforms.
- Attend the next Chamber Luncheon. Take lots of business cards and use this opportunity to meet other Valued Chamber Members. Tell your story!
- Schedule 1on1's with 3 LT Chamber Members that you met at the luncheon.

60 Days

introduce yourself, tell your story and pick the minds of some of the most successful networkers in the area!

- Sponsor and/or Host a Ribbon Cutting, Open House, Mixer or Business Off the Clock. **OR, just attend one.**
- Post an Event, Job Openings, Hot Discounts, Member to Member deals or News Releases that you might have. (Make a habit of utilizing this tool once a month in some way.)
- **Meet the Ambassadors!** Our Ambassadors are truly the biggest advocates of The Chamber. Join us at the next Ambassador Meeting and we'll give you the opportunity to

90 Days

- Continue to update your **Chamber Member Profile** as needed and **STAY ACTIVE**. Post a Member to Member discount or Hot Deal to promote your service or product to other Chamber Members.
- Meet our current Board Chair, Annmarie Hatfield with College Inroads!

Member Profile Matrix

Get something done through us

INVESTED

| | |
|--|--|
| Community Investors <ul style="list-style-type: none">• Mission funders of our long-term vision and strategic direction• Create business-friendly environment• Support sustainability for all businesses• Do the right thing (civic-minded) | Community Builders <ul style="list-style-type: none">• Develop sustainable, thriving economy• Create a business-friendly environment• Provide branding opportunities• Help execute our corporate initiatives• Support workforce/leadership development |
| Business Investors <ul style="list-style-type: none">• Support to grow our business• Lower operational costs, regulations• Provide cost effective opportunities to drive traffic/sales without 'showing up'• Just-in-time learning opportunities• Access to experts/peers, best practices | Business Builders <ul style="list-style-type: none">• Immediate ROI w/ limited investment• Provide no-cost lead generation• Create free/low-cost opportunities for exposure & connections with others• Introductions to the community• Frees support to grow business |

INVOLVED

Get something done for their business



You are important to us and we want to know more about you! Fill out the form for a chance to win a FREE Luncheon Registration

Name

Company

Email

Phone

Current Member? Yes No Yet

Interested in Joining? Yes, Tell me where to sign up! Go to **LakeTravisChamber.com**

In the above chart, circle which Quadrant best describes you and send to info@laketravischamber.com.

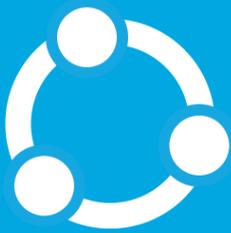


LAKE TRAVIS
CHAMBER OF COMMERCE

THE VOICE FOR BUSINESS

OUR MISSION

The **Mission** of the Lake Travis Chamber of Commerce is to foster the best economic climate in Lake Travis by connecting business, strengthening communities and promoting Lake Travis as a destination. The vision of the Chamber is to be the voice for business in the South Lake Travis area.



**STRENGTHENING
COMMUNITY**



**CONNECTING
BUSINESSES**



**PROMOTING
LAKE TRAVIS**

ADVOCACY

Advocacy is one of the core principals of the Chamber.

Volunteers and staff strive each day to deliver this mission and vision to our members and business community through various advocacy efforts.

The Lake Travis Chamber of Commerce:

- ✓ **Serves as a collective voice for business**
- ✓ **Advocates in support for or against issues and legislation that have a potential economic impact on our business community**
- ✓ **Facilitates and expands relationships among community leaders and businesses**

SOUTH SHORE FORUM

South Shore Forum began approximately 12 years ago when Chamber President, Laura Mitchell, realized the leading organizations, entities and cities overlap each other and could be better served if we were able to report to one another about issues, happenings and opportunities. As a result, several supportive initiatives have surfaced including the Economic Impact on Lake Travis, numerous resolutions on various legislative issues, a workforce development committee of city staff and local business leaders to address the hiring crisis as well as the most recent feasibility study on 620 conducted by TxDOT to address traffic congestion.

The South Shore Forum consists of staff from each of the following groups:

The cities and police departments of Bee Cave and Lakeway, LTFR, LTISD, WCID #17, District 47 House Representative, Travis County Pct. 3 Commissioner and leadership within the Chamber.

What can the Lake Travis Chamber of Commerce do for you and your business?

Contact Laura Mitchell, President of the Lake Travis Chamber of Commerce.

laura@laketravischamber.com

Office: 512.263.5833

WORKFORCE DEVELOPMENT

A number of local businesses approached the chamber regarding the hiring crisis in the area. After speaking to numerous area businesses, a survey was conducted to gauge the demographics of the current employers and employees to determine how to address the issue. The committee is currently researching options for public transportation, ride sharing, employee sharing and more.

The results of the survey showed the food & beverage/service industries were struggling the most with healthcare and retail industries not far behind. Over 70% of employers had less than 50 employees.

The Chamber along with city officials, area businesses, CapMetro, CAMPO and others will be

meeting again to continue to address the issue. We know it is multi-faceted and will require numerous options to help alleviate the problem.

MOBILITY

After many conversations in the South Shore Forum meeting, a smaller group of representatives including city representatives, first responders and large commercial developers saw the need to take action on helping to alleviate the traffic congestion on RR 620. CAMPO and TxDOT did not have 620 on any lists for improvements for decades. As you may know, a traffic study has been conducted to determine some possible short and longer term solutions to ease congestion. Now, instead of nothing being on the radar for our area, we could see some "shovel ready" projects begin in 3-4 years.

THE IMPACT OF LAKE TRAVIS ON TOURISM

A Significant Economic Engine

Full Lake Travis



\$207.2 million in revenue for state and local governments



\$8.4 billion in assessed property value



\$3.6 million in hotel and mixed beverage taxes



3,900 commercial businesses in study area contribute \$45.2 million in sales tax

Low Lake Travis

Economic & Fiscal Impact



350,000 – 375,000 fewer park visits



29 lost jobs for each 10% drop in park visits



\$23.6 million to \$33.8 million reductions in visitor spending



Up to 241 lost jobs and \$6.1 million in wages



\$21.9 million in total fiscal revenues



\$1.7 million in lost sales tax revenue



\$45,000 from decreased hotel receipts



\$120,000 from less visitors ordering mixed drinks

In 2011, a coalition of governments, non-profits and businesses commissioned a study to calculate a baseline economic and fiscal value to the area surrounding Lake Travis. The study by consulting firm RCLCO used historical data and econometric models to assess the financial impact on low lake levels or poor water quality have on the region.

A full Lake Travis generates revenue from property, sales, hotel and mixed beverage taxes that buys ambulances, maintains schools and provides state government with needed funding.

The findings of this study were used by Central Texas Water Coalition, among others, to convince legislators and the LCRA to consider the economy that has been created around the lake and significantly contributes to the state when making decisions about how the Highland Lakes are managed. As a result, agricultural interests were not provided the typical water supply they had grown accustomed to for 3 years. Allowing the lakes to recover from the severe drought.

When lake levels remain below 660 feet, visitations decline and businesses contract. Low lake levels lead to fewer park visits, lost sales tax revenue, lost jobs, and less visitors.

Lake levels certainly affect tourism as the Economic Impact Analysis has shown. In most cities, there is a hotel occupancy tax imposed on overnight travelers. In 2005, Bee Cave and Lakeway did not have this tax ordinance enacted. Since that time, both cities are now collecting the tax.

The Lake Travis Chamber will continue to monitor the use of the tax and its intended purpose.