

DIRECT BENEFITS OF MEMBERSHIP LASSEN COUNTY CHAMBER OF COMMERCE

This is a snapshot of the wide range of services and events, designed to promote the area's business community. These services are available to you as a member of the Lassen County Chamber of Commerce. We can accomplish things as a group that we could not accomplish individually. Your investment into the Chamber supports the many services and events that promote tourism and relocation into Lassen County.

ADVERTISING OPPORTUNITIES

Internet Exposure: The Chamber's website promotes area businesses, Lassen County and features an area calendar of events. The website, www.lassencountychamber.org has a listing of all members. Members can add their business card to their listing. The Chamber also has a Facebook page which we use to promote events in the Lassen County area and business news.

Newsletter: Our newsletter is sent monthly to over 300 members, media, city, and county officials. Ads are available to our members.

Small ad (1 in. X 3 ½ in.) \$100 a yr./or \$10 a month
Large ad (2in X 3 ½ in.) \$200 a yr./or \$20 a month

Newsletter Inserts: Members may insert a full page flyer in the newsletter to help advertise their business or service. Cost is \$35, member provides copy of insert.

Relocation & Tourism Information: The Chamber staff responds to many relocation and tourism inquiries each month. The Chamber sends Tourism/Relocation Packages to hundreds of people annually and members may advertise in these packets and on the tourism/relocation page of our website. Cost is \$250 per year, member supplies copies.

Referral Database: Your business is listed in our referral database and your company information is provided to potential customers who call or visit the Chamber requesting referrals.

Ribbon Cuttings: The Chamber offers ribbon cuttings for grand openings of new businesses.

Member Information: Members may display business brochures, flyers, and business cards in our visitor's center.

Membership List: Members may purchase a membership list for \$35. The list is only provided to Chamber Members.

Weekly Media Exposure: The local newspaper makes room available each week for an information article written by the Chamber's Executive Director.

The website, susanvillestuff.com features an information article each week in a "Web Extra" written by the Chamber's Executive Director.

Chamber Events Sponsorship: Members have the opportunity to sponsor Chamber events. The Chamber sponsors or assists with many special events during the year, including: Magical Country Christmas Celebration, Main Cruise, Spring Home, Garden & Outdoor Recreation Show and the Fair Parade. These special events bring entertainment to county residents and thousands of visitors each year.

RESOURCES

As a service to the community and our members, the Chamber keeps various reference pieces available to the public including:

- Community Demographics
- Community Calendar of Events
- Lists of Major Employers
- Local Area Phone Directories
- Lists of Clubs and Organizations
- Local Maps
- Statewide Visitor Information
- Local Area, State, and National Government Contacts

NETWORKING OPPORTUNITIES

Chamber Mixers: After hours mixers are held monthly at the locations of various members to provide networking opportunities and business exposure to our participating members. Attendance averages 75 - 150, depending on location. Chamber mixers are open to the general public. Contact the office if you are interested in hosting a mixer.

Committees & Board Service: All Chamber members are encouraged to take an active role in the Chamber. Only Chamber members are eligible to serve on the Board of Directors. One of the best networking opportunities available through the Chamber is to be a part of the board or one of the many committees that works on community revitalization projects, problem solving, business expansion, and area events.

OTHER BENEFITS

CalChamber Webinars & Online Training: Many certified training courses required by human resource departments are available online through CalChamber. As a member of the California Chamber of Commerce, we are able to offer these courses to our members at a discount.

Credit Union Membership: Members may access the Federal Credit Union through their Chamber membership.

Business Advocacy: The Chamber is one of the best organized voices of business for Lassen County. We look for potential opportunities and challenges in our area and work with our members to continue making this the best place to live and work.

Business Seminars: Seminars are scheduled as an interest is expressed.

Tax Deductibility: Membership in the Chamber is 100% tax deductible as a necessary business expense, not as a charitable donation. Your membership investment into the chamber supports the many services and events that promote tourism and relocation into Lassen County.

Fraud Alert: Member businesses are alerted when local law enforcement determines that there is an organized effort to defraud merchants through bad checks or credit cards.

Shop Local Campaign: The Chamber is always looking for ways to enhance and support the Shop Local Campaign to educate the community on the importance of supporting local businesses.

Membership Window Decal: Your investment in the Chamber provides your business with credibility, visibility and marketability. Proudly display your membership window decal at your place of business.

FOR YOUR INFORMATION

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