

## WE PROMOTE, CONNECT, AND ADVOCATE FOR OUR MEMBERS

We **PROMOTE** Sun Prairie Business Community to consumers through a variety of means: print, online, etc  
We **CONNECT** Sun Prairie Businesses to each other and to the community through networking opportunities and events

We **ADVOCATE** for the best interests of Chamber Member Businesses through dialogue with City and State officials.



### WE PROMOTE

- Website
- Community Expo & Job Fair
- Business directory-print & website
- Community guide
- Community map
- Member brochure display in office
- In office referrals
- Weblinks to member sites
- Advertising
- Halloween Business Spooktacular
- Gift Certificate Program
- Business to Business Services
- Keytag Program
- Home Biz Market
- Monthly Restaurant Mystery
- Monthly Newsletter
- Weekly E-news
- Economic profile-demographic data

**Community Events:** by promoting our community, we promote our businesses/members

- Sweet Corn Festival
- Taste of the Arts Fair

### MEMBER SERVICES

- Member lists, labels, organization lists, business lists, data
- Local development resource info: development plans
- Community resource information
- Resource and referral
- Member Insurance Benefit Plan

### WE CONNECT

- Annual golf outing
- Member luncheons
- Member mixers/networking
- Annual meeting
- Community Expo & Job Fair
- Bowling Tourney
- Home Biz Market
- Leadership Sun Prairie
- Educational Seminars—quarterly
- Ambassador visits, ribbon cuttings, groundbreaking
- Members Connect Roundtables
- Workers to jobs-job postings on our website
- Sun Prairie to county and state
- Businesses to government resources
- Businesses to available commercial property
- Businesses to business start-up resources

### WE ADVOCATE

- Legislative updates yearly
- Address business concerns with local government
- The voice of business
- Government affairs newspaper-current issues affecting business
- How to run for public office session yearly—encourage business involvement
- Connected at state level
- Periodic e-mails to inform of pending legislation affecting business
- Mayoral debates, 'meet your city council' luncheons