



CHAMBER OF COMMERCE

WELCOME

"The Evanston Chamber of Commerce is organized to enhance the growth and prosperity of the Evanston business community."

Evanston Chamber of Commerce Welcomes You! The Chamber of Commerce is a one stop information and resource center for visitors, locals, businesses and those outside of the area seeking information and assistance. *It is the front door to your community!*

Most everyone has heard of their local Chamber, but do they fully understand what the Chambers functions are or just how vital their services are to the community. The following is a list of everyday operations at the chamber.

- ❖ **WE ANSWER YOUR MAIL:** replies to numerous inquiries about the surrounding area, about local businesses and about you! We refer customers and clients directly to you.
- ❖ **WE ARE YOUR SPOKESMAN:** your voice on business-related issues. We maintain alliances with local and state agencies to keep you informed.
- ❖ **WE ARE YOUR BUSINESS AGENT:** providing a multitude of resources, services and networking opportunities for you to meet with other Chamber members and customers.
- ❖ **WE ARE YOUR ADVOCATE:** improving community understanding by supporting your business and what you do.
- ❖ **WE ARE YOUR SALES MANAGER:** selling your products, your services, your city.
- ❖ **WE ARE YOUR MARKETING AND ADVERTISING MANAGER:** providing a one stop location to get your information out to the public.
- ❖ **WE ARE YOUR TRAINING AGENT:** offering seminars and workshops on subjects of concern and interest to businesses.
- ❖ **WE ARE YOUR INFORMATION BUREAU:** keeping you current with member sales, promotions, community events, notices of special events and news developments.
- ❖ **WE ARE YOUR TOURISM AMBASSADOR:** informing visitors about your business, what you sell, where you're located, upcoming events, culture and recreational opportunities.
- ❖ **WE ARE YOUR VOICE IN THE COMMUNITY:** be seen and be heard! Monthly newsletters, member directory and our website – linking your business to potential customers.
- ❖ **WE MULTIPLY YOUR EFFECTIVENESS:** we provide structure and leadership. Let us help share and promote your vision, your objectives and your purpose.

Your membership is your commitment to the economic progress in our community!



ADVERTISING & MARKETING

Referrals:

Every day the Chamber refers out-of-town visitors, local consumers and businesses looking for products and services to our Chamber Members. Members are encouraged to bring their business flyers, promotions and business cards to the Chamber for distribution.

Member Directory:

The Chamber publishes an annual directory of its member businesses both alphabetical and by business category. This directory is mailed out to community members and in visitor and relocation packets. It is distributed to area businesses, the State Park Visitors Center, the City of Evanston and dispersed at the Chamber office. In addition, the membership directory is published on our website with new member listings and updates.

Relocation, Visitor Packets and Welcome to Evanston Portfolios:

Throughout the year we distribute hundreds of information packets to tourists and visitors at conventions, events, business recruitment and relocation requests. Make sure your business is represented by having your information available to the thousands of visitors who stop at the Chamber office and Museum. **You provide the material, we provide the marketing.**

Website:

With your membership you receive a listing on the Chambers website. When visitors go to our site: www.evanstonwyo.com, they can access a map to your location, send you an email, find your address, phone listing, business hours and a link to your website. *This puts your business in front of a world-wide audience.* As soon as you join the Chamber you will be added to the website. Review your information at www.evanstonwyo.com. To make changes and updates to your business listing go to the member login and enter your username and password. For assistance setting your login contact the chamber office at 307-783-0370. You have a vast audience at your fingertips, YOU can create "Hot Deals", post events, sales and job openings to keep your business information current and progressive.

Chamber Member Events:

- **Chamber Luncheons** are networking opportunities to come and learn from the guest speaker. We give every member time to announce what is going on with their business or organization. Chamber members can also request an opportunity to promote their business at a luncheon.
- **Annual Awards Luncheon** is held to thank our Chamber members. Awards are given out based on nominations.
- **Tourism & Hospitality Workshops** are presented in part by the Wyoming Office of Tourism. This workshop provides the tools to capitalize on the tourism trade and how to market your business to the millions of travelers looking for the perfect destination. We want to make sure the people on the FRONT LINE have the correct information to better inform our visitors on what to do and where to go for their adventure.
- **Community Involvement** is a wonderful way to serve your community. The Chamber of Commerce coordinates several volunteer committees; Red Carpet Ambassadors, Government Affairs Committee, Hospitality & Tourism and several Special Events to name a few. This allows you to interact with community members. It's an effective way to increase your business by being involved.