



## Many People Ask Me.....

### **What is a Chamber of Commerce?**

We are a voluntary, member-supported, non-profit organization of business, industrial and professional people who are dedicated to developing, promoting and maintaining a sound and healthy economic climate for their community....in our case Ozark and Dale County.

### **Who Joins the Chamber?**

Members include businesses of all sizes, from one-person shops to large corporations, as well as individuals interested in supporting the chamber and our community. In other words, people just like you.

### **What's In It For Me?**

Members receive numerous promotional perks, exclusive advertising, networking options, and additional exposure for their small business, corporation or organization. Membership for a small business is less than \$16.00\* per month.

Resources: The Chamber has many resources for small businesses and almost all of them are FREE!

Publicity Boost: Your business increases exposure in online and offline formats.

Example: Members receive an online listing (with a link) to help interested parties find you in searches. Chambers also provide relocation and visitors packets with information on businesses. These packets give the featured companies an edge over other businesses in the area.

Membership = Credibility: You can increase positive perception among consumers and business owners when you are identified as a member of the chamber of commerce.

Research shows that when consumers know a small business is a member of their local chamber, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

Increased Visibility: Chamber website listing, Facebook posting for your business events, promotions, achievements, etc. The chamber will also promote your grand opening, groundbreaking, or milestone event.

Gain a Voice in Government: Your chamber provides you with opportunities to meet your Representatives and Senators as well as local city and county officials.

Make Business Contacts: The chamber initiates more business-to-business commerce and more opportunities for networking and connecting local professionals than any other local organization.

Customer Referrals: Every day the chamber receives calls from individuals and businesses looking for businesses specific to their needs. Chambers refer chamber members. Are you missing out on referrals?

### Additional Benefits\*:

Ribbon Cuttings for new businesses or to celebrate a milestone

Ground Breaking event for new businesses or expansions

Community Calendar – find an event or list your own event

Access to Health insurance (Rehealth)

Workshops and Seminars

Troy University Tuition Discount (**for you and your employees** - in other words an employee benefit)

Troy University Small Business Development Counseling

Job Fair

Business Expo

Community Information (this covers a wide-range of services too numerous to list here)

Opportunity to serve on a committee (networking opportunity in disguise)

    Youth Ambassador Team

    Board of Directors

    Women In Business

### **Should You Join Your Local Chamber?**

The choice is up to you! However, the benefits received for less than \$16.00\* per month is a great deal AND TAX DEDUCTIBLE. Don't think of the chamber as a one-stop solution. You have to join, make an effort to attend events and network in order to reap long term benefits. An added bonus is Chamber members are friendly, outgoing and fun! They are more than willing to assist fellow business owners and representatives as well as recommend and utilize the services of fellow chamber members.

A few more facts:

59% of consumers think that being active in the local chamber of commerce is an effective business strategy.

If a company is highly involved in its local chamber of commerce (e.g., sits on the board or a committee), consumers are 36% more likely to think its products or services stack up better against its competition.

Visit the Ozark Area Chamber of Commerce website at [www.ozarkalchamber.com](http://www.ozarkalchamber.com) or like us on facebook at <https://www.facebook.com/ozarkalchamber>

Rosmarie Williamson

Director

Ozark Area Chamber of Commerce

\*Rates and benefits vary per chamber. This rate and the benefits listed are based on the Ozark Area Chamber of Commerce.