



Port Clinton Area Chamber of Commerce

Membership Benefits

WE ONLY PROMOTE CHAMBER MEMBERS

Business Referrals

In 2011, requests for area information came from over 11,000 phone calls, walk-ins, and emails and we only refer callers to Chamber member businesses. The Chamber also provides packets of information to visitors who are traveling or relocating to the area.

Internet Exposure and Website Visits

Chamber members are promoted on the Chamber website through the online member directory. Links to Chamber member websites are available at no cost and 72% of people visiting the Chamber website were new visits according to statistics from Google Analytics.

Organization/Business Resource

The Chamber works hard to keep up with changes to the ever changing business climate. Whether researching economic development tools, communicating changes in legislation, or referring to available business resources, the Chamber strives to improve the county's economic climate.

Newsletter

The *Chamber Compass* includes updates on Chamber events and news that affect local business. Newsletters go out to over 1,500 Chamber members and area businesses. Advertising opportunities are available for minimal fees. All digital ads are hot linked to the business.

Gift Certificate Program

The Chamber gift certificate program keeps tens of thousands of dollars in the local economy. Through this program, Chamber members attract new customers and receive 95% of each gift certificate redeemed at their business. If you've thought about offering gift certificates at your business, this FREE option allows businesses to use gift certificates without the work of maintaining a program.

Reputation

A survey of 2,000 adults conducted by the Shapiro Group found that 63% of consumers are more likely to purchase goods or services from a company if they know they are a member of the chamber of commerce. And membership in a chamber increases a company's local reputation by 57%.

Premier Downtown Location

Our downtown location makes it the perfect place to advertise your business with brochures, promotional flyers, and business cards. This opportunity is only offered to members of the Chamber.

Employment Opportunities

The Chamber has great referrals available to businesses looking to hire new employees. Our location also allows local foot traffic to stop when looking for leads.

Marketing Opportunities

Chamber members have the opportunity to market their business through cost-effective advertising in the *Chamber Compass*, member directory, area map, Lake Erie Shores & Islands Travel Planner, banner ads on the Chamber website, and at Chamber events.

Ottawa County Chamber Member Directory

The Chamber's high-profile member directory puts your business in front of thousands of potential customers. Only Chamber members are listed in the directory and offered advertising space. This is the main publication used for referrals in mailings, shows, and at the office.

Shows, Exhibits, and National Matches

The Chamber of Commerce works hard to promote our members by representing them at various shows, exhibits, and at the NRA/CMP National Matches. A close relationship with the Lake Erie Shore's and Islands Visitor's Bureau gives us the opportunity to distribute our member promotional pieces across the United States. These shows expose approximately 100,000 people to our member promotional pieces.

Access Member Business Info

The Chamber keeps track of member business contact information for referrals to the public. This information can also be made available to other members for the purpose of marketing your business. Ready-Made labels can be purchased for a minimal fee, or a copy of our membership database can be emailed for free. The Chamber does not disclose email information.

SAVE MONEY

Membership Discount Card

Members are given a FREE membership discount card giving members access to over 40 business discounts. Businesses like Skipper Bud's, Minute-man Press, Perfect Color Hair & Tan, PortClintonRadio.com WPCR, AAA, Magruder Hospital Gift and Coffee Shops, Paychex, Slater's Madison Street Pub, and Terra Community College have already signed up to provide member to member discounts. These cards also offer businesses a FREE way to promote their business to other Chamber members.

Bulk Mail Permit

The chamber provides the use of its bulk mail permit for discounted rates on mailings of 200 pieces or more. This free service can save Chamber members up to \$.19 per letter and \$185 a year for a bulk mail permit.

Health Insurance & Worker's Compensation

The Chamber has organized a worker's compensation and Anthem health insurance group available for our member's to join to receive discounted rates on health insurance and mandatory worker's compensation insurance.

EDUCATION & NETWORKING

Workshops

Workshops with various organizations and agencies are regularly available to our Chamber members. Topics are always relevant to our members and the local area. Chamber membership provides many of these workshops at little or NO cost.

Ribbon Cuttings

The Chamber staff will help you plan and promote your ribbon cutting. Chamber staff will send out press releases, take pictures, and provide members with a CD of the photos. The Chamber provides special gold plated scissors and a choice of large colored ribbon. Other Chamber members are encouraged to attend and support new, expanding, or changing businesses.

Business After Hours

Business After Hours are monthly events, open only to Chamber members, for networking with other members. Chamber members are encouraged to pass out their business cards and promote their business. In 2011, almost one hundred people representing about 90 different businesses attended each B.A.H.

GET INVOLVED

Main Street Port Clinton

FREE membership to MSPC, a non-profit striving to promote and preserve downtown historic Port Clinton. MSPC works to obtain grants, represent downtown businesses in local government, and plan events to bring enjoyment to both residents and visitors.

Downtown Members are also listed on the Downtown Map and Brochure and are able to participate in the Downtown coupon page each year. These publications are distributed at travel shows, various tourism locations, and in mailed area info packets to potential residents/visitors.

Committees

The Chamber and Main Street Port Clinton have various committees available for our members to participate. We value the diversity in our community and strive to represent that diversity in our committees. Volunteers can participate in economic restructuring, downtown Port Clinton promotion, downtown design, Chamber Membership, or various event committees. We are only as strong as the support we receive.

Growing/Starting a Business in P.C. Booklet

Main Street and the Chamber have teamed up to complete a booklet outlining all the necessary steps to grow or start your business in Port Clinton. Applicable Member contact info is also listed.

Government Relations

The Chamber represents the needs of businesses to local, state, and national leaders. New laws and regulations can be confusing, so the Chamber works hard to pass on helpful and accurate information.

Community Involvement

Our local area is important to our members, their employees, and families. We understand how you feel and we do our best to participate in making Ottawa County a fun and enjoyable place to live, work, and play. By being a member, your business is recognized as not only a Chamber supporter, but a community supporter.

Chamber Foundation

The Chamber Foundation provides a scholarship each year to a local area student attending college. This non-profit organization also acts as an umbrella organization for other non-profits.