



The Chamber

of Commerce ♦ Murray-Calloway County

Welcome to The Chamber

A GUIDE TO MEMBERSHIP

Welcome To
MURRAY

**Murray Calloway County
Chamber of Commerce**

COMMERCE CENTER

"Serve our members to enhance our community."

WELCOME TO THE CHAMBER!

New Chamber Member,

Thank you for joining and choosing to support the Murray-Calloway County Chamber of Commerce. It is members like you that allow the Chamber to provide many important services to area businesses and the community. We are committed, more than ever, to doing all that we can to keep you informed and support your company or organization. Please do not hesitate to call if there is any way in particular we may be able to help you.

I encourage you to participate in our Chamber events, get engaged in our activities, and most importantly to use the Chamber as a resource for your business. We will notify you about our programs and events via email, but you can also find a calendar of events on our website, www.MyMurray.com.

Your Chamber membership provides you with exclusive benefits, including but most certainly not limited to:

- Subscription to our weekly e-newsletter
- Business referrals
- GO LOCAL promotion
- Business listing on our website
- Discounted rates and/or exclusive invites to our programs and events
- Chamber Check program
- Access to our Conference Room for business meetings and events

So, welcome to Chamber membership. Let the fun begin! Thank you for your commitment to the community and to the Murray-Calloway County Chamber of Commerce.

With Much Appreciation,

Michelle Bundren

President/CEO

Our Mission

Serve our Members to Enhance our Community

Our Vision

To make Murray and Calloway County the best community to live, work, play and do business. Every initiative, program, event and challenge we take on is for this purpose. Membership in our Chamber is a direct investment in our work.



CHAMBER STAFF



Michelle Bundren
President & CEO

Office | 270.753.5171
Cell | 270.227.6712
michelle@mymurray.com
www.mymurray.com
805 N 12th St | Murray, KY 42071



Hailey Anderson
Director of Membership Development

Office | 270.753.5171
Cell | 270.293.2488
hailey@mymurray.com
www.mymurray.com
805 N 12th St | Murray, KY 42071

CHAMBER OFFICE

805 N 12th Street
Murray, KY 42071
(270) 753-5171
www.mymurray.com

OFFICE HOURS

Monday - Friday
8:00 a.m. to 4:30 p.m.

2021-2022 BOARD OF DIRECTORS

Katrina Coffelt | Board Chair
Janette DeWitt | Immediate Past Chair
Amy Futrell | Treasurer
Allen Besand | Secretary
Mark McLemore
Cui Liu
Jesse Williams
Danny Pruitt
Jessica Jeffress
Whitney Cooper
Darren Yates
Nathan Crafton
Jennifer Apple

Ex-Officio

Tres Settle
Erin Carrico
Kenny Imes
Mark Manning
Coy Samons
Bob Rogers
Deana Wright
Dr. Bob Jackson

Bridges Family Center
Kopperud Realty
FNB Bank
AgConnections
Murray-Calloway Senior Citizens Center
Cui Liu Designs
Jarvis Vision Center
Printing Services of Murray
Peel & Holland
Flowers by Whitney
The Keg Restaurant/Yates Event Center
Pierce, Keller & Associates CPA
CFSB

Superintendent, Calloway County Schools
Executive Director, Murray Convention & Visitors Bureau
Judge Executive, Calloway County
President, Murray Calloway Economic Development Corporation
Superintendent, Murray Independent School District
Mayor, City of Murray
Executive Director, Murray Main Street
President, Murray State University

ABOUT THE CHAMBER

We are a nonprofit membership organization whose members are local businesses invested in developing their business and its people, growing our economy, and strengthening our community. We work with our members to invest in a broad range of initiatives that support Murray and Calloway County being the best place to live, work, play and do business.

We are an independent organization. While we work closely with our community partners, we are not a part of the City of Murray, Tourism or the Economic Development Corporation. We are a nonprofit organization funded by membership investment from local businesses.

Like most professional and trade associations, we are categorized as a non-tax-exempt 501(c)(6) organization. The Murray-Calloway County Chamber of Commerce is governed exclusively by our local board of directors and is run by professional staff who work to serve and advance the interest of our members.

WHAT WE DO

We Connect

We bring businesses and their people together through membership, programs & events.

We Advocate

We take on the biggest challenges businesses are facing so you can focus on growing yours. We provide opportunities for our members to influence civic, social and economic initiatives that support community growth.

We Promote

We want to see our members be successful. We promote members on various digital and traditional platforms and through referrals.

“

We are so proud to be a member of the Murray Calloway County Chamber of Commerce! Our association with the Chamber is more than just a membership--it is a viable relationship with people who genuinely care about this community and our businesses. As a locally owned small business, we depend on the Chamber to provide support and promote visibility...and they always come through! Their excellence is nationally recognized, and we, the #lovelocal folks, always reap the rewards.

Susan Williams, Red Bug Yarn & Gifts

”

We Develop

The Murray-Calloway County Chamber of Commerce is devoted to helping people gain the skills they need to be successful and help businesses connect to local talent.



MEMBER BENEFITS

Referrals

Only Chamber members are referred through Chamber inquiries via phone, social media and walk-ins.

Ribbon Cuttings

Grand Openings, Relocations, New Offerings, Expansions, New Ownership, New Members, etc. We love to celebrate our members!



Mailing Lists

Access to Chamber membership list with over 500 members to help you market your goods and services.

Weekly Email Newsletters

Weekly email newsletters are sent out to all members to update on new information that Chamber members need to know. Also a weekly newsletter sharing member news, updates & announcements.

Website

Free website linked from our homepage. Also, a business page search, helping visitors find local Chamber members.

Business Seminars

Seminars that assist business owners with services from start-ups, accounting, marketing, human resources, etc.

Chamber Check Program

Nearly \$100,000 worth of gift certificates sold by the Chamber each year. Certificates are redeemable at participating Chamber member businesses and guarantees shopping dollars stay in Murray.

Legislative Voice

Chamber Serves as an important voice in local, regional, state and national government. Representatives travel to meet with government officials throughout the year.

Networking Functions

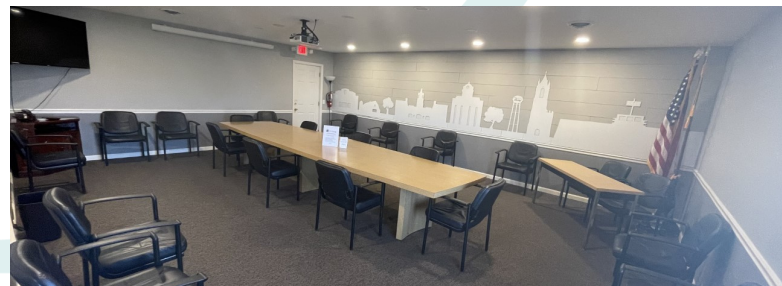
Numerous membership gatherings such as Business@Breakfast, Business After Hours, Young Professionals of Murray and Women in Business

Advertising Displays

Chamber members are able to display their business cards and brochures in the Chamber of Commerce office.

Conference Room

Large conference room for up to 25 people. Activities can include sales presentations, group meetings, planning sessions and more.



Research & Statistical Data

Access to volumes of demographic marketplace information for use by membership. Resources available for information and contacts within various fields.



CHAMBER EVENTS



Annually, the Chamber of Commerce hosts its Annual Business Celebration to recognize and celebrate individuals, businesses, and nonprofits who have impacted our community over the last year.



The Chamber's Business@Breakfast allows members to spend the first hour of the day networking, hearing pertinent updates and issues from the national, state and local business and government leaders. Business@Breakfast events are held monthly.



Our annual Calloway to the Capital Day in Frankfort gives business and community leaders the opportunity to meet with key cabinet members, members of the General Assembly and the Governor's office to advocate for the Murray-Calloway County area and our specific community's legislative priorities.



The event is designed to support, develop, and connect female business professionals in our community. The agenda includes networking opportunities, lunch, and a keynote speaker. Each attendee will have the opportunity to nominate a fellow female for the Women in Business Award which is presented at our Annual Business Celebration.



These 60-minute seminars will cover a wide range of small business topics such as marketing, social media, customer service, generational differences, HR best practices, and more.



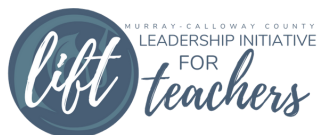
CHAMBER PROGRAMS



Young Professionals of Murray serves to connect leaders in Murray & Calloway County between the ages of 21 and 40. YPM programming strives to help members connect with fellow young professionals, serve community organizations and grow as an individual and leader in the community.



Leadership Murray uses the community as a classroom to develop leaders who will effectively serve our community. The programs are designed to help a diverse group of potential, emerging, and existing community leaders acquire an understanding of the strengths and challenges of the Murray-Calloway County area, and the skills necessary to motivate and engage others in collaborative efforts to address them. The curriculum for each session changes based on the needs of the community for that specific topic.



The Leadership Initiative for Teachers program (LIFT) is a workforce initiative of the Murray-Calloway County Chamber of Commerce. The LIFT program is designed to spark innovative thinking and discussion between our community educators and business leaders. This experience will allow teachers to make classroom activities and discussion more relevant to the needs of students and better prepare them for emerging business demands.



Our Spend Local initiative is a simple way for people and companies to “give back” and drive more business into our local stores. Murray Money is a digital giftcard that can be used at any participating Chamber member merchant: restaurants, boutiques, salons and spas, sports and entertainment, hotels, etc. Chamber Checks are physical checks that serve as gift certificates for participating Chamber member businesses. Both initiatives are a quick and easy way to keep dollars local, strengthening our local businesses and building our community.



Chamber ambassadors are community champions. They assist the Chamber staff when visiting members, greeting at events, welcoming visitors into our office and more.



CHAMBER TERMINOLOGY



Holiday Open House & Spring Open House

Our HOH and SOH help to kick off prime shopping seasons. Most retailers will offer great sales and discounts during these weekends. We promote #ShopLocal open house weekends throughout Western Kentucky.

Citywide Sidewalk Sale

A #ShopLocal Initiative - typically takes place the first weekend of August. Our retailers celebrate the end of summer and back-to-school shopping by offering great deals as they clear their summer inventory.

Small Business Saturday

We are proud supporters of the national #ShopSmall initiative by participating in Small Business Saturday. Small Business Saturday takes place the Saturday following Thanksgiving.

Total Resource Campaign (TRC)

Pack value into your Chamber investment and extend your marketing outreach through sponsorship and spotlight branding. Our TRC is release every Fall & allows members to pick sponsorships for the upcoming year.

Murray Works

Murray Works is an emerging program of the Chamber. It is a partnership between the Chamber, our members and our local school systems. The goal of the program is to educate students of the career opportunities available in our community and highlight the different paths students can take to achieve success.

Love Local Campaign

Small businesses make our community special. Our Love Local campaign encourages community members to choose to do business locally before going out of town or online for any goods or services.

Rent List

We work with multiple property owners/managers to compile a weekly list of rental property available in our community. Members can list property free of charge. Rent Lists can be purchased online or in our office for \$3.00.

Relocation Packets

We are known as the "Front Porch of Murray" and are often the first stop people make when visiting or looking to relocate. We provide information on relators, insurance agents, doctors, schools, churches, restaurants, places to shop, mechanics, things to do, where to volunteer and more!



“ Thank you to the Chamber for doing such a marvelous job keeping the community connected. We very much appreciate the partnership we have with your organization.

Mark Manning
President Murray-Calloway Economic Development Corporation



GET CONNECTED!



@MurrayChamber



@MurrayKYChamber



@MurrayChamber



Murray-Calloway County Chamber of Commerce

CHAMBER OFFICE

805 N 12th Street
Murray, KY 42071
(270) 753-5171
www.mymurray.com

VISIT US ONLINE www.mymurray.com

THANK YOU

for your investment in our organization!



MURRAY-CALLOWAY COUNTY CHAMBER OF COMMERCE

PUT YOUR MONEY
WHERE YOUR
HEART IS

WWW.MYMURRAY.COM



PRIORITIES

Murray-Calloway County Chamber of Commerce

2021 FOCUS

BUSINESS LEADERSHIP

- Be the leader in uniting and advocating for the business community.
- Convene business and community leaders around issues impacting business.
- Support economic growth by assisting in the recruitment of new business and growing of current businesses.

MEMBERSHIP SERVICES

- Enhance strategically-focused membership recruitment and retention efforts.
- Be a reliable source of information for members.
- Provide valuable programming that impacts and addresses members' needs.
- Foster business and professional growth opportunities for members.

COMMUNITY DEVELOPMENT

- Foster community development and talent retention to position Murray and Calloway County as the community of choice for living and business.
- Offer leadership and professional development programs.
- Enhance the quality of life through strategic partnerships.

OPERATIONAL EXCELLENCE

- Ensure fiscal and organizational excellence to support operational priorities, growth and strategic goals.

TRENDS

INFLUENCES &

THEMES

- *Communication and technology (customization, mobility, e-commerce, connectivity)*
- *Chamber evolution towards problem solvers and community conveners*
- *Business diversification (job opportunities, workforce, remote work, collaborative work spaces)*
- *Generational transitions that impact workforce and challenge traditional perceptions of business*
- *Growing demand for place making opportunities*

