



FENTON & LINDEN REGIONAL CHAMBER OF COMMERCE

Direct Benefits of Chamber Membership

ADVERTISING & NETWORKING OPPORTUNITIES

Business & Community Information Guide: This full color annual mini-phonebook provides the most comprehensive community profile and business guide to the greater Fenton area. As the most widely used **buyer's guide** to the local business community, this guide lists only Chamber members (businesses listed alphabetically and by classified category). This provides broad exposure at no cost above the Chamber membership investment. 20,000 copies are printed with display advertising available to members at affordable rates.

Internet Exposure: (www.fentonchamber.com) the Chamber website is the premier information source for area business and community information with an average of 2,000 visitors each month. This user-friendly site features a vast scope of data including: community and Chamber programs, business resources and helpful links including the Michigan Chambers' legislative updates. New members are displayed on the site's opening page and all Chamber members are listed for each selected category in the consistently updated **searchable business directory** which links prospective customers to Chamber member businesses. Mini-profiles including links to each member's own website are all available to Chamber members. Members can increase their online presence beyond their free listing with affordable website enhancement packages.

News Updates: The Chamber is an excellent source for business and community information and news. It consistently publishes information pieces such as:

- **Social Media:** On the Fenton Chamber *Facebook* page, *Twitter*, *Linked-In* and *YouTube* members can share information, offer specials or get ideas from others that will help with their business. These virtual networking tools also feature events updates.
- **Weekly eMail update** reaching over 800 area business representatives, this digest summarizes the weeks' events and member news.

High Exposure Advertising: Fenton Regional Chamber members are given multiple mass marketing opportunities at a fraction of the cost of doing it themselves:

- **Community Expo:** features a wide variety of vendors showcasing their products and services with over 140 booths. More than 5,000 visitors enjoy FREE admission to his Saturday and Sunday event traditionally held each March at Fenton High School. Chamber members have found this venue an effective and inexpensive opportunity for one-on-one marketing to a broad audience. Non-members may purchase a booth at a non-member fee. Pre-event publicity and mailings including newspaper coverage providing broad advertising exposure for participants and sponsors at no additional cost. **Please note: 2021 Expo is projected for Summer 2021.**
- **eMail Full Page Advertisements:** Your exclusive marketing message distributed electronically as a customized full page display ad emailed to our entire Chamber membership and community leaders. With a limit of two flyers sent out each week, be sure to reserve your spot early. \$100 total cost.
- **Weekly Update Advertisements:** Your exclusive marketing message distributed electronically as a customized ad included in our weekly update communication to our entire Chamber membership and community leaders. Be sure to reserve your spot early for the week you'd like to be included on. \$50 total cost.
- **Map:** The Fenton area map is published every three years with a circulation of 10,000. Only Chamber members can advertise on this publication. Join now to have the opportunity to be in on next edition!
- **Member Advantage:** Chamber member businesses who participate in this member-to-member discount program are provided high exposure advertising on the Chamber website. Discounts available to you & all your employees.
- **Webpage:** Chamber member business can customize their own web page on the Chamber website through the online directory. Contact the chamber for details.
- **Program Sponsorships:** High visibility and advertising value is offered to members who sponsor a Chamber program or event such as the Community Expo, Golf Scramble, Networking @ Noon, Taste in Fenton, etc.. Pre-event publicity affords them broad advertising exposure at no additional cost above their sponsorship fee

Ribbon Cuttings, Grand Openings: Ribbon cuttings are scheduled with the Chamber. This increases the visibility of new businesses, business expansions, relocations or businesses under new ownership, are provided to Chamber members only. Extensive pre-event Chamber website calendar, weekly email update and post-event publicity (photo with mini-article) are included in the *Chamber Journal*, and *Facebook*. Grand Opening banner & tips on how to advertise your event.

Networking @ Noon: Hosted by different Chamber members from 11:30 a.m. – 1:30 pm on the third Thursday of each month. These casual, friendly networking events attract a crowd averaging 80-100 who have found these get-togethers to be a wonderful resource for making contact with both current and prospective clients. New members are introduced; the first 10 members to sign up at registration will be allowed a 1 minute commercial about their business.

Networking After Hours: For casual, friendly networking similar to Networking @ Noon but held after the end of the business day, these gatherings of 30-50 business leaders are held twice a year.

Member Benefit Refresher: Held by appointment to update the new & existing Fenton & Linden Regional Chamber members, review all of the member benefits, as well as reinforce and assist all in attendance how to utilize their membership to the fullest extent. Call to schedule your benefit update 810-629-5447 x401

Committees: Members may participate in any of our active, dynamic committees covering a wide range of interests such as Young Professionals, Ambassadors, Business Development, Marketing, Career Connections, Political Action Team, Governance, Finance/Operations and Events.

BUSINESS OPPORTUNITIES

Marketing Tools: The Chamber makes it easy & affordable for its members to get their message in the hands of the community by:

- **Mailing Labels:** Over 800 Fenton region business contacts on labels are available to Chamber members for a small fee of \$40. This facilitates a members' special mailing or can help to develop a prospect list of other top area businesses.
- **Bulk Mail Permit Use:** By taking advantage of the Chambers' bulk mailing permit, a member mass mailing can be done without the individual permit cost and each piece can be sent at a greatly reduced price.

Business Referral Service: Each year the Chamber responds to thousands of inquiries asking for referrals and information about products and services available in the greater Fenton area. We refer only Chamber member businesses to tourists, those interested in relocating to the area, the business community and the general population (all potential customers).

Mass Marketing-Savings Programs: The Fenton & Linden Regional Chamber created several programs to allow even the smallest local businesses, the opportunity to participate in a group marketing and savings program that can only be achieved with the clout of many businesses working together.

- **Member Advantage:** Current Chamber members can offer fellow Chamber members and their employees a discount on products and services. This assists members in increasing their customer base while promoting patronage of Fenton Regional Chamber members, not to mention providing advertising exposure to member participants. There is no fee to the 80+ participating businesses which include restaurants, home, personal and business services. 8,000 key tag cards have been distributed to Chambers and their employees. Discounts are listed on the Chamber website.

Resources & Small Business Assistance: The Chamber is the focal point for securing a broad spectrum of FREE direct assistance to help build successful area companies.

For example:

- **SCORE (Service Corps of Retired Executives)** free private one-on-one business counseling and assistance to potential and existing small business owners. Satellite location at our Fenton Regional Chamber office.
- **Organizational Resources:** The Chamber maintains informational resources such as: community demographics, SBA publications, state and local maps and phone directories, major employers/industrial directory, clubs and organizations lists, and much more.
- **Chamber Meeting Room usage:** Our well-equipped Chamber boardrooms (2) can be made available to members for their use for free (limited availability). Not made available for non-member use.

Advocate for Business - Strength in Programming: The Chamber exist to be a strong advocate from members businesses through services and resources, while fostering the economic vitality and prosperity of our region.

- Acknowledges and promotes businesses with the Outstanding Customer Service Award program and the Brick Awards for improvements to their businesses and the community.
- Promotes programs for a strong education with real world business applications such as Career Connections Boys & Business and Girls & Business. Awards scholarships to deserving seniors at each high school. (Linden, Fenton & Lake Fenton)
- Partners with other Chambers of Commerce of Genesee, Livingston & Oakland Counties as well as with the business community in Linden.
- Conducts and publicizes *grand-opening/ribbon cutting events*, visits Chamber members on *We Care Wednesday* and organizes more than 15 networking events designed to help our Chamber members establish professional relationships with fellow members and attract new business.
- Attends City Council meetings periodically and conducts multiple opportunities for citizens to stay informed as well as meet, mingle, and question government leaders and candidates. FRCC offers a Meet the Candidates Event, Annual Forecast Breakfast and sends weekly updates from The Michigan State Chamber on statewide business issues. Attends Chamber Day at the Capital sponsored by MACP.



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SPECIAL PROGRAMS & EVENTS

The Chamber sponsors (or actively participates) in many programs and events throughout the year:

- Annual Forecast Breakfast
- Community Expo
- Eggciting Easter Event
- Golf Scramble
- Fenton Freedom Festival
- Taste in Fenton
- Meet the Candidates
- An Event So Good It's Scary
- Annual Awards Dinner
- Jinglefest & Jinglejog
- Career Connections:
Boys & Business and Girls & Business