

2023 MEMBER BENEFITS

2022 WEBSITE
150K+
PAGEVIEWS

FACEBOOK
700K+
2022 REACH

FACEBOOK
15K+
FOLLOWERS

INSTAGRAM
1.7K+
FOLLOWERS

E-NEWSLETTER
1.1K+
SUBSCRIBERS

BENEFITS FOR YOU

- ✦ Listing in up to 3 categories in the Membership Directory at highlandcounty.org - you can control the look and content of your website listing. Don't have a website? Use ours to be found online!
- ✦ Ability to provide the Chamber with your information and updates (promotions, events, etc.) to spread awareness to the public with the Chamber's Facebook, Instagram, and e-newsletter
- ✦ Ability to add your events to highlandcounty.org's Events Calendar
- ✦ Ability to add business cards and promotional materials in the Highland County Visitor Center
- ✦ Ability to participate in Ribbon Cuttings for new business exposure
- ✦ Ability to participate in Business After Hours for networking
- ✦ Addition to the Highland County Maple Festival map and brochure (tourism-based Members)
- ✦ Discounts on festival sponsorships and marketing materials
- ✦ Adds credibility to your organization - people do business with who they know, and we preference Chamber Members when asked to refer local businesses and services
- ✦ Receive direct emails about economic development, grant opportunities, and local knowledge
- ✦ You have an advocate in the Chamber to support your growth, such as nominating your organization for various contests like Virginia Living's Best of Virginia when relevant or writing official letters of support when needed
- ✦ Members are allowed to serve on the Chamber Board

BENEFITS FOR THE COMMUNITY

- ✦ The Chamber is the main sponsor of the annual Hands & Harvest Festival, Wintertide, and the Highland County Maple Festival, offering economic opportunity and growth. The Maple Festival generated between \$1.36 and \$2.02 million in direct spending in Highland County in 2022.
- ✦ The Chamber is the official Destination Marketing Organization recognized by the Virginia Tourism Corporation, which offers access to grants and resources. The Chamber has earned over \$75,000 in grants to support the area's tourism since 2019.
- ✦ The Chamber is a founding member of the Highland County Fair Association, supporting the organization through two Board members and by executing crucial tasks for its success.
- ✦ The Executive Director of the Chamber is also Executive Director of the Highland Tourism Council, which creates Marketing Assistance Grants and promotes Highland County.
- ✦ The Chamber collaborates with numerous local and regional organizations for future success, including The Highland Center, Highland EDA, Shenandoah Valley Partnership, Fish Virginia First, Virginia's Western Highlands Tourism Council, Civil War Trails, and many more.
- ✦ The Chamber has been involved in initiatives for the betterment of the community, including the Virginia Maple Syrup Trail, Sweet Deal Days, Highland Inn Revitalization, tourism maps, and more.
- ✦ The Chamber is not a government entity. It is 501c6 nonprofit with a mission to lift up local businesses and entrepreneurs, promote Highland County, and champion economic prosperity and quality of life. Over 160 businesses, nonprofits, and individuals invest in Membership.



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