



CONNECT MEMBERSHIP INVESTMENT GUIDE



Photo attributed to Diana Kenney,
Crystal Lake Historical Society, www.clhs.org

BEING A CRYSTAL LAKE CHAMBER OF COMMERCE MEMBER MEANS BELONGING TO SOMETHING GREATER



The Greater Crystal Lake Area Chamber of Commerce and Industry and our local community work as a team toward collective success and economic growth, finding new ways to build better businesses and professional lives.

The Chamber has served as the “Voice of Business” in the Crystal Lake community since its inception in 1940 and we are the community’s advocate for a prosperous economy and outstanding quality of life.

Our Chamber serves hundreds of member businesses and organizations, ranging from multi-national corporations with corporate offices in Crystal Lake to locally-owned small businesses and most everything in between. We are committed to helping members grow their business by taking the lead in programs and efforts that promote a strong local economy and make our community a great place to do business.

We are an active Chamber, offering a variety of benefits and opportunities for “building your business.” Monthly business and social networking events, professional development opportunities, special community events during the year, and opportunities to market your business, are just a few of the benefits available to Chamber members.

Within this Membership Investment Guide you will find numerous ways a Chamber membership can make a difference for both your business and professional development. Should you have any questions, would like more information on membership or need any personal assistance, please email us at info@clchamber.com or call 815-459-1300.

Randy Leggee - President/CEO: rleggee@clchamber.com

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WHY SHOULD YOU JOIN THE CRYSTAL LAKE CHAMBER OF COMMERCE?



Our focus is to provide meaningful value to our Chamber Memberships. You will find many reasons membership in the Crystal Lake Chamber of Commerce can make a tangible and positive difference in your business' sustainability and growth.



TO CONNECT WITH OTHER BUSINESSES

From day one you have the opportunity to meet with other members. Join one of our Chamber Networking Groups and start to form connections and relationships that will help build your business. Our Chamber also regularly offers business mixers and other networking opportunities.



TO GAIN AN ADVOCATE FOR YOUR BUSINESS

Chamber leadership works to inform, educate, and advocate on behalf of your business with local, county, state and federal leaders to ensure a pro-business environment that allows area businesses to flourish. The Crystal Lake Chamber is also part of U.S. and Illinois Chamber of Commerce Organizations which advocate for pro-business laws and policies.



TO DEVELOP YOURSELF PROFESSIONALLY

You can attend our Educational Series which provides business education, skill-building, and fresh ideas to common business issues. Our Business Builder Meetings provide a forum for various business topics throughout the year.



TO GET ACTIVE IN THE COMMUNITY

Your business is automatically and immediately a part of the Crystal Lake Community through your membership in our Chamber. Our Chamber is part of the fabric of Crystal Lake, providing community events like the Annual Independence Day Parade and Community Clean Up.



TO GET YOUR BUSINESS NOTICED

Your business is automatically added to our Business Directory, highlighted on the homepage of our website as a new member, and posted on our social media. You can also schedule a ribbon cutting ceremony or host a mixer to showcase your business.



TO ADVERTISE IN CHAMBER MEDIA OFFERINGS AT DISCOUNTED RATES

Our Chamber offers many ways that you can promote your business through advertising and sponsorships that reach both our business community and consumers alike. You can also offer your own Member to Member Discounts to drive business to your company.



TO INCREASE YOUR CREDIBILITY

You can raise your business' reputation through a membership in the Chamber. Consumers frequently choose Chamber businesses over Non-Chamber ones when given a choice. Proudly display the Chamber's window decal for clients and shoppers to see.



TO GAIN ACCESS TO BUSINESS DISCOUNTS

Increase your purchasing power through exclusive savings from our Exclusive MemberDeals Program including Office Depot and Constant Contact Email Marketing.

THE REAL VALUE OF JOINING A CHAMBER

A study, commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc., was designed to determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce.

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

When consumers know that a small business is a member of the chamber, they are 63% more likely to purchase goods or services from the company in the future.

When consumers know that a small business is a member of the chamber, they are 44% more likely to think favorably of it.

Chamber Member Benefits Guide

Whether you're running a small business or large corporation, you watch every penny you spend. The Crystal Lake Chamber of Commerce brings you valuable member benefits that make the most of your marketing dollar and provide your business with a measurable return.

Connect Level Membership

(Enhanced Members Receive All Benefits Listed Below)

NON-PROFIT 501 (C3)	\$13/mo* or \$150/year
SMALL BUSINESS (1-5 EMPLOYEES)	\$28/mo* or \$325/year
MEDIUM BUSINESS (6-16 EMPLOYEES)	\$38/mo* or \$450/year
LARGE BUSINESS (16-100 EMPLOYEES)	\$55/mo* or \$650/year

* Values exclusive to Crystal Lake Chamber noted in Red

Product or Service Benefits for Businesses

Enhanced Business Directory Listing Including:

- Business Contact Information
- Company Logo
- Social Media Links
- Business Description
- Map and Photo Gallery
- also listed on explorecrystallake.com



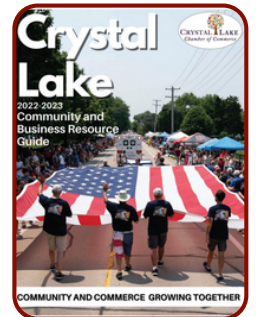
Receive one - 2'x4' Banner from FastSigns (One complimentary banner per business)



Receive a Weekly Subscription to the Chamber's E-Newsletter "What You Need to Know"

Members receive a "Proud Member of the Crystal Lake Chamber of Commerce" Window Cling and Links to our Digital Chamber Logo for Member use on Your Website /Social Media

Your Business is Listed in the Annual Crystal Lake Community Guide and Business Directory delivered to over 12,000 households



Access to Member-Only Pricing for Chamber Events, Sponsorships & Advertising Opportunities

Access to Chamber Website:

- Post Events to the Chamber Member Calendar
- Post Job Openings to our Chamber Job Board
- Upload Press Releases and more.

EXCLUSIVE

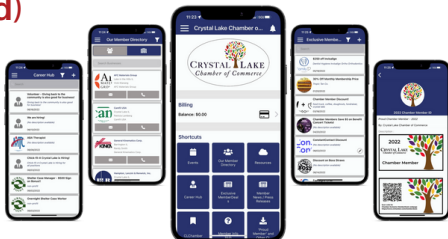
MemberDeals

MEMBER ONLY OFFERS

Access to Chamber Member to Member Discounts (\$\$\$\$'s in savings including Office Depot, Constant Contact and lots of local stores and businesses)

Receive a List of all Current Chamber Members in Excel Format including Company Name, Primary Contact, Address, Phone, Email and more.
(Provided Free at Sign-Up & Renewal Dates)

Free MemberPlus Chamber App (iOS & Android)



*Chamber membership is effective when payment is received and active for twelve (12) months from this time. Monthly rates are only available on annual memberships. Businesses with more than 100 employees start at Elevate Level (Enhanced Memberships).



For more information, please contact us at
info@clchamber.com or 815.459.1300



Chamber Member Benefits Guide

Connect Level Membership

Additional Benefits for Businesses

- Free Notary Public Services
- Free Certificate of Origin Services
- Get the most of your Chamber Membership at our Benefits Workshops (overview of all your benefits)
- Access to Textedly (Text Notifications Service for Chamber Events)
- Members are part of both the Illinois and US Chamber of Commerce that provides additional resources, advocacy efforts and information.
- Enjoy Free Use of our Chamber Boardroom or Conference Room (Video Conferencing Available, WiFi included)
- Opportunity to display your Business Cards & Brochures to the Public in Chamber Office Lobby
- Join us at our "Out 2 Lunch" Events for Networking - held at Local Restaurants every other month.
- Opportunity to hold a Ribbon Cutting / Grand Opening Event (Publicized in Northwest Herald newspaper & on social media)
- Check out any of our 5 Referral Groups or our growing list of Networking Groups
- Access to our Leaders in Action Education Series (taught by Local Business & Industry Leaders) and our Members in Motion Networking Scramble Event.
- Our Staff refers only Chamber Members to the Community.
- Join our Members only B2B Facebook Group.

*Chamber membership is effective when payment is received and active for twelve (12) months from this time. Monthly rates are only available on annual memberships. Businesses with more than 100 employees start at Elevate Level (Enhanced Memberships).



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Here's how to get value from your Chamber membership!

Get started!



- Build your profile in the Chamber Business Directory which is the most access webpage on our website.
- Drop off your Business Cards and any Brochures to the Chamber office for display to the many residents that stop in.
- Like us on Facebook and Invite Us to Like Yours. Follow us on other Social Media.

Connect with the Chamber resources

- Check your email. All Chamber members receive our weekly "What you need to know" email that provides information on what events and programs are coming up.
- Download and start using our MemberPlus App for your smartphone which provides access to our complete Business Directory, Calendar, MemberDeals and more!

Get noticed!



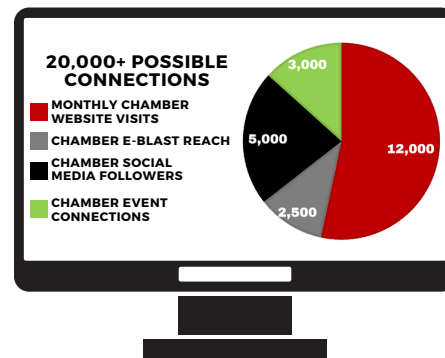
Highlight and promote your business.

- Schedule a Ribbon Cutting/Grand Opening Event so we can celebrate and highlight your business.
- Attend an AfterFive Mixer or Ribbon Cutting Event to meet and network with others.
- Engage with others on Social Media. Check out our B2B Facebook page.
- Attend a Business Builders meeting or an Out 2 Lunch Event.
- Order and pickup your complimentary 2' x 4' Banner from FastSigns to help promote your business.

Network, Advertise and attend Chamber Events!

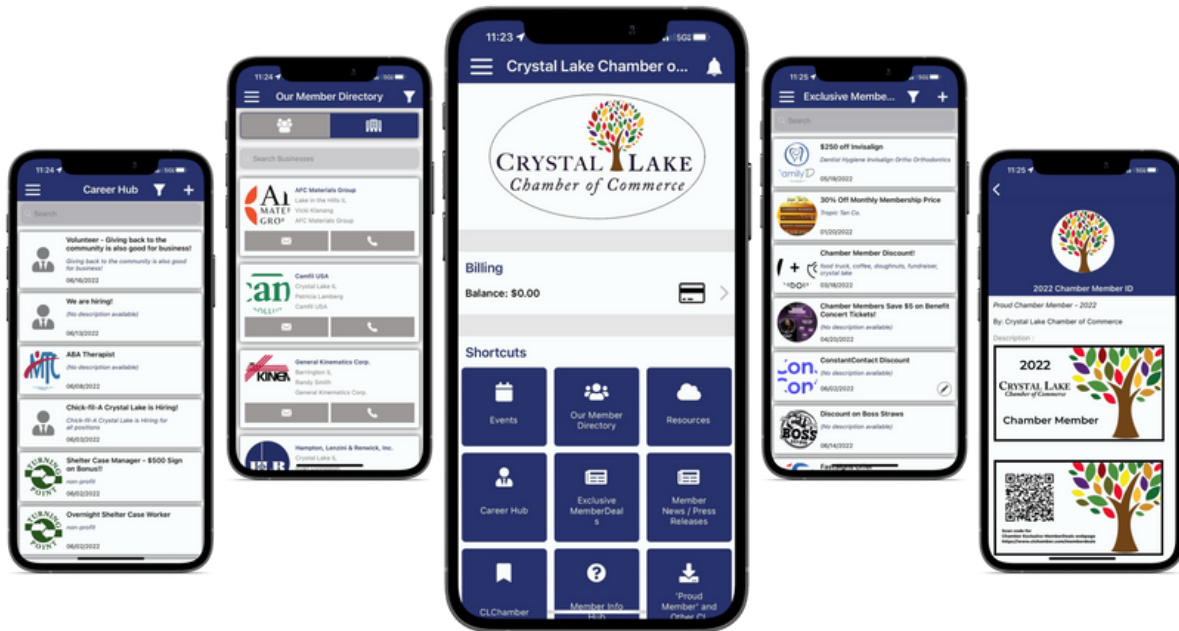
- Attend and join a Referral Group or check out one of Networking Groups
- Host an AfterFive Mixer. Invite the Chamber and show off your business to others.
- Join a Chamber Event Committee. Get involved in the Chamber.
- Sponsor a Chamber Event or Program to show your support and promote your business to other businesses.

Advertise your business through the Chamber with e-blasts, social media posts, and more.



**We encourage your employees to check out the
benefits provided with your membership too!**

MemberPlus Chamber App for your smartphone



Mobile Access to all of these features and benefits:

A searchable Chamber Business Directory

Chamber Calendar

Exclusive Member Deals

Chamber Member ID

Career Hub Job Board

Member News and Press Releases

and more!



**MEMBERSHIP BENEFITS
ON THE GO!**



Available on the
App Store



GET IT ON
Google Play

What are Chamber MemberDeals?

EXCLUSIVE **MemberDeals** MEMBER ONLY OFFERS

Is Inflation starting to take it's toll on you and your business?

One of the most effective ways to address inflation is to remind everyone to shop or do business locally.


When you do, up to 68% of every dollar stays in our community.


To encourage this we are working to rebuild our Chamber Member Deals program that makes it easy and convenient to support each other. If your business offers exclusive discounts available only to Chamber members they are going to choose to buy from you.


We can help each other!


U.S. CHAMBER OF COMMERCE


Shop local. We're in this together.
Local businesses need your support now more than ever.


**Get it to go.** Order from your local restaurants and bars via delivery service, to-go, or curbside pickup.

**Shop small online.** Websites haven't closed and it's important to leave positive reviews for local vendors and businesses.

**Buy in advance.** Purchase gift cards or book services from local businesses to use at a future date.

**Stay looped in.** Keep up with your memberships, and with services that are still offered online.

**Follow along.** Your favorite local businesses are online and sharing specific ways you can support them.

**Say thank you.** Many business owners and workers are risking their health to provide critical products and services. Be thankful.

See the current MemberDeals by clicking this link and logging into the Member Info Hub (just enter your email address and password at the prompt)

You can save hundreds, even thousands of dollars right now!

Do you currently offer any discounts to your services or products that we can promote to other Chamber members? If not, would you consider doing so?

Examples include:

**15% discount on anything in the store
Free Consultations
10% off tax preparation services
20% off menu items or drinks before 6pm
10% off bundled services
1-week free trial**

Any and every discount is welcome and appreciated!

This is also a great way to promote your business to other Chamber Members!

[Submit Your MemberDeal by Clicking This Link](#)



NETWORKING GROUPS

Being a member of the Crystal Lake Chamber of Commerce has many great values. The increased exposure and marketing opportunities are easy to see, but appreciating the benefits of networking is more complicated. You may be thinking "I already have an established business with a good customer base – how can socializing help me?" The answer to this is that networking can gain you referrals and brand awareness, and can provide knowledge and ideas to improve your business.

Networking to Grow Your Business

Advertising is the obvious way to gain new customers and increase your revenue. However, networking is a free and sometimes more beneficial method. By attending Chamber events, you can make useful connections and remind fellow Chamber members about the services your business provides. Business-to-business commerce is an important part of being successful and the opportunities for this abound here in Crystal Lake!

Networking to Gain Professional Knowledge

Networking with fellow Chamber members can provide insight and information to make your business run smoother and even save you money. And every business owner has valuable knowledge to share. By recognizing that your neighbors have the same drive and ambitions as yourself, you can work together to achieve these shared goals.

Networking to Increase Confidence

Networking can help you grow your confidence in yourself as well. You will see that other members have the same struggles and challenges as you are faced with. And by reaching out and forming connections, you are practicing the same communication skills that will benefit you when dealing with customers. Confidence in yourself and your business equals revenue!

How Can the Crystal Lake Chamber Help Me Network?

The Crystal Lake Chamber works to promote our area and its businesses, but we are also available to help you make the most of networking.

- Follow the Chamber on Facebook to see what other businesses are up to, and start conversations with your neighbors.
- Share your opinions and professional knowledge on our website blog.
- Participate in a special event to meet other business owners and unite together for a common cause.
- Attend Chamber meetings and networking sessions to form valuable connections with people who understand your drive.

Our Chamber has 5 Referral Groups that meet regularly plus our growing list of networking groups that are not referral based and a great way to meet and network with other local business people.

CHAMBER NETWORKING GROUP MEETING SCHEDULES



YOUNG PROFESSIONALS NETWORKING
GROUP MEETS THE 4TH WEDNESDAY OF
EVERY MONTH FROM 5:15PM - 6:45PM



CRYSTAL LAKE BUSINESS
NETWORKING GROUP MEETS EVERY
TUESDAY FROM 7:30 - 8:30AM



THE REFERRAL EXCHANGE
NETWORKING GROUP MEETS EVERY
TUESDAY FROM 7:30 - 8:30AM



THE #1 REFERRAL NETWORK
GROUP MEETS EVERY
WEDNESDAY FROM 7:30 - 8:30AM



NOON EXCHANGE REFERRAL SESSION
NETWORKING GROUP MEETS EVERY 2ND &
4TH WED. OF THE MONTH FROM 12-1:30PM

ANNUAL CHAMBER EVENTS



The Chamber is proud to host a number of events for our members and the community. Involvement in Chamber programs is a great way to further your professional network, take part in your community, and grow professionally.

STATE OF THE COMMUNITY LUNCHEON

The State of the Community Event, hosted by the Crystal Lake Chamber of Commerce in partnership with the City of Crystal Lake and the Village of Lakewood, brings together business leaders and community leaders to celebrate the last year's successes and share their vision for the future.

HOME AND BUSINESS FALL SHOWCASE

The Annual Home and Business Expo (now Fall Showcase) is a community wide event which welcomes the community to meet and greet select members of the Chamber of Commerce. Consumers can shop for innovative home and business products. Come and check out some of our amazing local businesses, organizations and industries with over 100 vendors under one roof.



COMMUNITY CLEAN-UP/COMMUNITY RECYCLING EVENT

The Chamber holds a Community Clean-Up/Recycling Event each year to bring together our local businesses and our residents in an effort to help keep our community clean.



ANNUAL INDEPENDENCE PARADE

The Crystal Lake Chamber of Commerce partners with the Crystal Lake Lions Club, the City of Crystal Lake, the Northwest Herald, and Star 105.5 radio station to bring this extraordinary event to over 15,000 people every year.

ANNUAL AWARDS DINNER AND GEMS AWARD LUNCHEON

The Chamber Annual Awards Event is an evening of celebration of the Chamber's year of accomplishments and the presentation of awards to select members. The GEMS Awards Event is a Chamber Foundation Celebration of Outstanding Chamber Members.

MARKETING OPPORTUNITIES

We offer a wide variety of advertising opportunities to help market your company to local business leaders, local businesses, and Crystal Lake residents. Consider advertising in Crystal Lake Chamber publications, emails, newsletters, and our website, which all provide outstanding value for your marketing dollars.

COMMUNITY GUIDE

The Chamber's Annual Community Guide and member directory provides a quality connection between the Chamber, its members, key business organizations and our community. The publication focuses on both Chamber and local government information, annual community events, along with a convenient business directory of Chamber businesses by category and interest. The Community Guide is a joint publication of the Crystal Lake Chamber of Commerce and the Northwest Herald. (Distributed to over 12,000 annually)



CONNECTIONS DIGITAL MAGAZINE

Connections, our monthly e-newsletter magazine that communicates topics that are relevant to the business community. Feature stories include Chamber and community events, economic development issues, current initiatives, local accolades, and legislative updates. Each issue is distributed digitally.

EVENT SPONSORSHIPS

The Chamber hosts a number of events throughout the year, which are enhanced by the participation of member sponsors. Chamber events are designed to connect people on either a business or social level and only members can serve as sponsors. Being a sponsor is a great way for businesses to receive publicity while showing support for the Chamber and community.

CHAMBER WEBSITE

The Chamber's website is a traditional and trusted source of business information and is viewed by members, the public, and visitors looking for products and services. Marketing on our website allows members to direct their message to specific site visitors and/or all visitors to the site. The Chamber's website is a powerful and inexpensive advertising tool. (Over 13,000 visits per month)

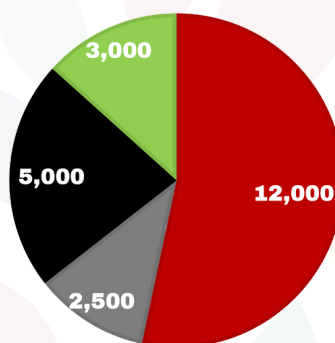
ADVERTISE WITH THE CRYSTAL LAKE CHAMBER



WHY SHOULD YOU ADVERTISE WITH THE CHAMBER?

**20,000+ POSSIBLE
CONNECTIONS**

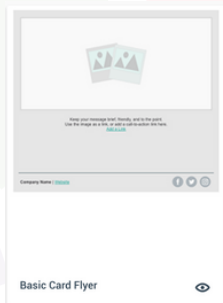
-  **MONTHLY CHAMBER
WEBSITE VISITS**
-  **CHAMBER E-BLAST REACH**
-  **CHAMBER SOCIAL
MEDIA FOLLOWERS**
-  **CHAMBER EVENT
CONNECTIONS**



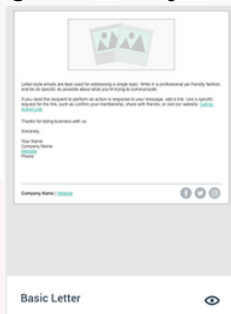
E-Blasts

Want to send a message to our **800 member businesses and 10,000+ employees**? We can send out your special message to all of our Chamber Members for you.

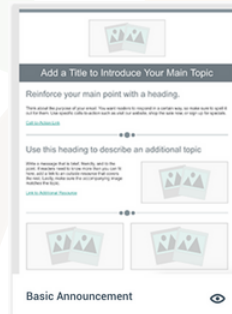
We can send your message out in any of the three formats shown below.



\$50
(50-word Limit)



\$75



\$100

Website Advertising

\$100 for 12 months · Price includes placement of ad on three webpages on the Chamber website.

AD EXAMPLE:



728px

90px

Connections Digital Magazine Ads

Digitally sent to over 10,000 email addresses and 800+ businesses; also shared to the Chamber's social media pages (7,000+ Followers).

Monthly / Quarterly / Annually

1/8th-Page.....	\$65 / \$190 / \$700
1/4th-Page.....	\$150 / \$415 / \$1,495
1/2-Page.....	\$250 / \$735 / \$2,645
Full-Page (Interior).....	\$425 / \$1,250 / \$4,500
Full-Page (Int. Back Page)....	\$500 / \$1,450 / \$5,220
Full-Page (Ext. Back Page)...	\$650 / \$1,800 / \$7,220

Questions regarding advertising with the Chamber. Contact Nick Kubiak at nkubiak@clchamber.com

TESTIMONIALS



"The Chamber gives you an opportunity to participate in our community, particularly for small businesses. It makes a lot of sense to be a part of the Chamber because of the number of services they provide, because of the number of opportunities they provide with other businesses, and with the overall expertise in this community, it provides a lot of opportunity for small businesses to do well here."

Steve Slack

*Chief Executive Officer & President
Home State Bank*

"The changes that I've seen not only in our business in Crystal Lake but also at the Chamber have been tremendous over the years. The Chamber still occupies the same small building located on Route 14 which now brings me a lot of nostalgia, but every time I visit it, I'm surprised by the growth and outreach that they've been able to build over the years. The Chamber has grown in a way that has continued to stay relevant within the business community. They know our businesses, they know what's going on and this enables us to make connections. The Chamber has truly helped each one of us grow over the years in many, many ways."

Jill Dinsmore, President
JA Frate, Inc.



"We joined the Chamber in 1983. My mother started her business by buying a piece of equipment from another Chamber member and he then immediately became our customer. I think every business should join the Chamber. Personal and professional relationships that you develop in the Chamber are invaluable. You can help yourself become better at business through mentorships, by having a forum to complain about business, or even celebrate business with people who completely understand what you're going through."

Dawn Gilman, Owner
Crystal Lake Engraving

"Heisler's Bootery has been a Chamber member for at least these past 75 years. The Chamber has been a very important factor in building our business. From day one it was all about community, all about getting to know your neighbors. Your neighbors were your customers and they still are. You can't be an island amongst yourselves, you have to go out and be a part of your community if you're going to succeed."

Jim Heisler
Owner
Heisler's Bootery



MEMBERSHIP APPLICATION

BUSINESS NAME: _____
 NAME OF AUTHORIZED REPRESENTATIVE: _____
 STREET ADDRESS: _____
 CITY: _____ STATE: _____ ZIP CODE: _____
 BUSINESS PHONE: _____ EMAIL ADDRESS: _____
 WEB ADDRESS: _____

NUMBER OF EMPLOYEES
 FULL TIME: _____ PART-TIME: _____
 BUSINESS CATEGORIES (to ensure your business is easily searchable on our website)
(Please check off the applicable categories below)

☐ Business-to-Business (B2B)

☐ Business-to-Consumer (B2C)

(Please select the categories that best match your business)

☐ Businesses/Financial Services

☐ Food and Drink

☐ Arts & Entertainment

☐ Personal Services

☐ Home Improvement

☐ Family/Community/Non-Profit Org.

☐ Automotive Sales & Service

☐ Lodging & Housing

☐ Grocery & Pharmacies

☐ Sports & Recreation

☐ Product-Based B2B

☐ Retail Services

☐ Health Care

☐ Service-Based B2B

CRYSTAL LAKE CHAMBER OF COMMERCE MEMBERSHIP DUES

MEMBERSHIP TYPE: ☐ Small Connect

(1-5 Employees = \$28/mo. or \$325/yr.)

☐ Elevate Level

(\$84/mo. or \$1000/yr.)

☐ Medium Connect

(6-15 Employees = \$38/mo. or \$450/yr.)

☐ Non-Profit Organization (501c3)

(\$13/mo. or \$150/yr.)

☐ Large Connect

(16-100 Employees = \$55/mo. or \$650/yr.)

☐ Affiliate Member

(\$17/mo. or \$200/yr.)

PAYMENT FREQUENCY

☐ One-time Annual Payment

☐ Monthly Payment

☐ Bill Me Annually

PAYMENT METHOD

Credit Card #: _____

CC Type (Visa, MC, etc.): _____

CC Expiration Date: _____

CC Validation Code: _____

(3 digit code on back of card)

Zip Code of CC Billing: _____

MEMBERSHIP DUES

+

**ONE-TIME \$25
APPLICATION FEE**

=

TRANSACTION AMOUNT

I hereby authorize the Crystal Lake Chamber of Commerce to initiate debit/credit entries to my account indicated above in the amounts equal to each membership dues invoice, and I authorize the depository financial institution named above to process said entries. There will be a \$20.00 fee charged for any returned payments for any reason, including non-sufficient funds.

This authorization for Monthly Investment Program is to remain in full force and effect until Crystal Lake Chamber of Commerce has received written notification from me of cancellation 30 days prior to the date of payment. By filling in your name in the Authorized Signature box below you certify the accuracy of the information provided in this application and approve the application to be submitted to the Crystal Lake Chamber of Commerce for processing.

Authorized Signature: _____ Name & Title: _____

Date: _____ Referred By: _____



Committed to maximizing business development and economic growth of the community through advocacy, education, innovation, and collaboration.

Crystal Lake Chamber of Commerce • 427 W. Virginia Street
Crystal Lake, IL 60014 • 815.459.1300 • clchamber.com