

# CHAMBER 101

Your Guide to Member Benefits

# Let's get in touch



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[www.CapeChamber.com](http://www.CapeChamber.com)

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*Our office is also home  
to visit Cape & Cape  
Area MAGNET!*

# **ABOUT THE CAPE CHAMBER**

# Cape Chamber Mission

The Cape Girardeau Area Chamber of Commerce strives to be the **lead advocate for business**, serve as the **primary catalyst** for a vibrant economy that stimulates and retains jobs, and be the **champion to create strong communities** for the Cape Girardeau region, resulting in an **enhanced quality of life**.

## Learn more

What is the Chamber?

- + The leading business and community development organization in the area
- + Not-for-profit membership organization
- + Spend 100% of our time on issues of economic development and community betterment

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= Better quality of life for the Cape Area

Who joins the Chamber?

The Chamber membership is made up of a diverse group of individuals from all sizes and types of businesses, education institutions, professional organizations, government entities, retirees, and others interested in our mission.

# WIIFM

## "What's in it for me?"

When you choose to invest in the Chamber of commerce, you are investing in your future and the future of the Cape Girardeau area as we continue to be the regional hub for business, education and health care.

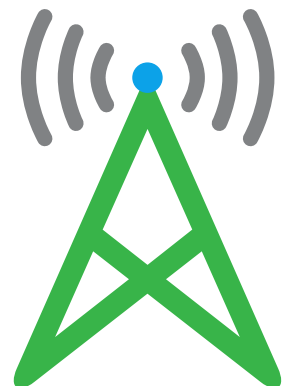
### **Through Chamber membership, you can:**

- > Broaden business contacts
- > Increased referrals
- > Enhanced leadership opportunities
- > Opportunity to improve professional skills
- > Participation in projects that positively affect our area

The Chamber acts as your spokesperson to promote your interests through our website and through referrals. We serve as an information bureau furnishing data on market potential, community statistics and other area information.

### **Chamber membership is vital to the growth and prosperity of the economy.**

It provides the opportunity to market your company to other members, to have a voice in government - local, state, and federal - to promote the continued growth of the region, and to foster improved quality of life in our area.



# MEMBERSHIP STRUCTURE

# INVESTMENT LEVELS

## **\$825 / Annually**

Business is a member with 10 representatives

3 delegates,  
7 associates

## **\$550 / Annually**

Business is a member with 5 representatives

2 delegates,  
3 associates

## **\$415 / Annually**

Business is a member with 2 representatives

1 delegate,  
1 associate

## **\$275 / Annually**

Business is a member with 1 representatives

1 delegate

### **Delegate Representative Benefits**

- Voting member of the Chamber
- Opportunities to serve on committees
- Networking opportunities
- Attend events
- Weekly and monthly Chamber communications
- Receive special announcements
- Invitations to Chamber events

### **Associate Representative Benefits**

- Networking opportunities
- Attend events
- Weekly and monthly Chamber communications
- Receive special announcements
- Invitations to Chamber events



THE VOICE OF REGIONAL DEVELOPMENT.

# Renewing your membership



## Happy Chamber-versary!

One month prior to your membership expiration, you will be sent an invoice electronically to renew your membership. A paper invoice will follow shortly after if actions are not taken on the electronic invoice.

# Making your payment

Cash, check and credit card payments are all accepted. Checks can be made payable to Cape Girardeau Area Chamber of Commerce, and credit card payments can be completed in person, by phone, or online through the Member Information Center.



Thank you for your continued support!



# **NETWORKING OPPORTUNITIES**



## First Friday Coffee

*Informational networking event*

**When:** First Friday of the month, 7 a.m. @ Century Casino

**Attendance:** Approximately 300 Chamber members



**Returning Soon!**



## Business After Hours

*Informational networking event*

**When:** Third Tuesday of the month, 5 p.m. @ various event centers

**Attendance:** Approximately 100 Chamber members



## Chamber Committees

*Work on Chamber projects and events*

**When:** Various dates and times - visit [CapeChamber.com](http://CapeChamber.com) for more information

**Attendance:** Open to delegate representatives



## Chamber Annual Dinner

*Annual celebration of accomplishments*

**When:** Held in the fall

**Attendance:** Approximately 800+ Chamber members

# **PUBLICITY AND EXPOSURE**



With Chamber membership comes many opportunities to increase awareness of your organization. The Chamber promotes your organization to the public and business community in various ways including:

### **www.CapeChamber.com**

The website contains valuable information not only about the Cape Girardeau area, but also about each Chamber member. Member updates are made to the website on a daily basis. Check out these key features: calendar, blog, membership directory, job postings.

### **Member Information Center (MIC)**

The Member Information Center (MIC) is a portal all current members have access to that allows them to enhance their online presence with the Chamber. After logging in, you have the ability to update your personal and company information, add photos and video, create direct links to specific areas of your website, post job openings and pay invoices.

### **Newsletters**

The Chamber has two monthly newsletters to share announcements and membership updates with the Chamber membership. **Member News** - Member submission driven newsletter; submit your news and events at CapeChamber.com. **Inside Commerce** - Includes columns from Chamber President/CEO and Board Chair, new member information, ribbon cuttings, and more!

### **Ribbon Cuttings & Groundbreakings**

Your business is eligible for a ribbon cutting if you are celebrating a milestone event - relocation, expansion, grand opening, new ownership, etc. Submit your request for a ribbon cutting at CapeChamber.com.

### **Let's Get Social**

Stay connected! Follow us on Facebook, Instagram and LinkedIn.

# **BOTTOM LINE BENEFITS**

Membership in the Cape Chamber comes with a variety of options to save your business money!



### **Member to Member Deals**

Chamber members often offer exclusive deals for fellow Chamber members! Upon joining keep an eye on the Member News newsletter for current offers.

### **Bottom Line Benefits**

We are committed to helping our Chamber members lower the cost of doing business. Contact Dana Brune if you have any questions on how to put these Chamber membership benefits to work for you.

**Enjoy the following Bottom Line Benefits with your Chamber membership:**

Chamber Benefit Plan  
Constant Contact Email Marketing  
Vado Online Training  
Room Rentals  
Missouri Chamber Programming

# **SPONSORSHIP OPPORTUNITIES**

# Level up your investment with a sponsorship!

## **Partnership**

Three levels of Partnerships available: Leading, Developing, Creating. Each come with a specific list of additional benefits!

## **Event Sponsorship**

Event sponsorships are an affordable option to show your support of the Cape Chamber and increase your business' exposure.

## **Program Sponsorship**

Organizations who choose to sponsor programs receive year-long benefits at a minimal cost!





# CHAMBER UPDATES



Stay in the loop with  
Chamber updates!

### **Monday Morning Memo**

The Monday Morning Memo is the Cape Chamber's most frequently distributed and primary form of communication. Read this brief email every Monday morning to stay up to date on upcoming event details and to receive additional information relevant to the Cape Chamber community.



Chamber tip: Never miss a  
Monday Morning Memo - add  
us to your safe sender list!

### **Radio Show Updates**

Chamber Minute | KGMO - Fridays at 8:15 a.m.

[Let's Talk Business | KRCU](#) - Mondays at 6:42 a.m. and 8:42 a.m.



Click here to read and listen to  
past recordings

# **PROFESSIONAL DEVELOPMENT PROGRAMS**



The Cape Chamber is dedicated to providing development opportunities for both business and professional growth.

**Programs provided by the Chamber for development include:**

**Business Builders**

Business Builders is a multidimensional program available to Chamber members consisting of the following elements: Workshops, Facebook Live Series, Grow Strong, Exchange Network, Online Training

*Psst! Learn more about each of these opportunities at [capechamber.com/participate](https://capechamber.com/participate)*



**Emerge Young Professionals Summit**

Fueled by inspiring keynote speakers, insightful panel discussions, and motivating change-maker sessions, the Emerge YP Summit is a one-day experience that provides a space for dreamers, changemakers, innovators, and open-minded young professionals to get informed, become inspired, and learn what it takes to be a leader.

**Capable**

From businesses to schools, churches to parents, charities to civic organizations, there is much discussion about the lack of essential skills, or soft skills, in the world today. Capable brings individuals together to create a common language and better connect our community with key resources.

**connectCAPE**

Less than 20% of Southeast Missouri State University graduates will live and work in the Cape Girardeau area. Additionally, many students graduate with limited experience in their chosen profession. connectCAPE helps bridge the gap between local employers and students through job shadowing.

### **Dream It. Do It.**

In partnership with the Missouri Chamber, we are pleased to offer the Dream It. Do It. program. Dream It. Do It. is a national, grassroots effort aimed at raising the perception of manufacturing jobs and recruiting the next generation manufacturing workforce. As a Dream It. Do It. Regional Hub, we promote and facilitate activities that increase awareness of the abundant opportunities in manufacturing and technology fields in the area.

### **Show Me Careers Educator Experience**

Show-Me Careers is a five-day career professional development boot camp for educators, counselors and administrators to learn firsthand about relevant career pathways in today's business and industry settings. The program provides a unique, hands-on learning experience inside local employers.

### **Leadership Cape**

Leadership Cape is the area's premier leadership program. During the last 20 years nearly 500 community leaders have participated in this program. Find your "True Color" and become a part of the community-wide conversation about leadership by joining the next Leadership Cape class.

### **Women's Network**

The Cape Chamber Women's Network works to strengthen the community by providing an environment for mentoring, professional development and leadership growth opportunities for women. We strive to create a welcoming atmosphere that cultivates opportunities for those seeking advancement in areas such as public speaking, board involvement and networking.



# COMMITTEES

## Economic Development

### Government & Public Policy

Observes legislation and makes recommendations to the Board as it relates to business. The committee hosts several legislative programs and provides speakers to First Friday Coffee annually.

### Transportation

Promotes the continual improvements in Cape Girardeau's transportation system working cooperatively with the City of Cape and Missouri Department of Transportation.

## Organization Development

### Chamber Ambassadors

Actively recruits prospective members to the Chamber and assists with monthly networking events and other orientation opportunities such as ribbon cuttings.

### Council of Chairmen

Establishes an open line of communication among committee chairmen and the Board of Directors.

## Community Development

### Chamber Young Professionals

Plans and executes Emerge Young Professionals Summit

### Leadership Development

Plans and executes Leadership Cape program

### Work Ready Coalition

Plans and executes workforce initiatives including Capable and connectCAPE

### Women's Network

Plans and executes Women's Network events

Find meeting dates, times and more info at [capechamber.com/participate](https://capechamber.com/participate)



**ECONOMIC  
DEVELOPMENT  
&  
LEGISLATIVE  
ADVOCACY**



# Economic Development

The Cape Chamber is a partner of both the Cape Girardeau Area MAGNET and Visit Cape.



We work closely with [MAGNET](#) to target potential new business and industry to relocate to the region. We also work to help businesses with their workforce needs as well as business retention and expansion.

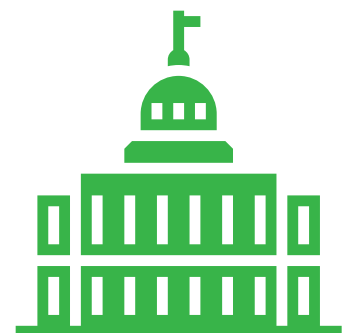


Tourism is a major economic driver! We partner with [Visit Cape](#) to bring folks to town to experience all that makes our River City special.

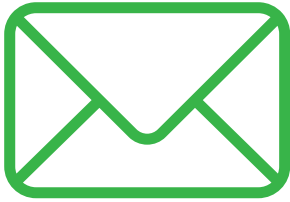
# Influence Legislation

Part of the Chamber's service to the business community is to build relationship with local state and federal elected and full-time government officials.

To do this well, we maintain engagement with organizations such as the Missouri and U.S. Chambers, which provide important access. We also serve on statewide organizations such as the Missouri Economic Development Council and the Chamber of Commerce Executives of Missouri.



**ADDED  
BENEFITS &  
RESOURCES**



### **Mailing Labels**

The Chamber makes available to its membership mailing labels with the current addresses of approximately 1,500 members. Simply call to request the labels and stop by to pick them up. The cost is \$100.



### **Additional Listings**

Each Chamber member receives one listing in our membership directory on our website. Additional listings can be purchased for \$15. Being listed in additional categories provides additional exposure in directory searches.



### **Talent Attraction**

Talent attraction and retention is becoming increasingly challenging for regional companies competing with larger markets across the United States. The Cape Chamber has identified the recruitment of specialized talent as a challenge locally through retention visits with major area employers, and determined a need for a talent attraction campaign - see [CapelsHome.com](http://CapelsHome.com)



### **Meeting Room Rentals**

The Cape Chamber has two meeting rooms available for rental. The board room rents for \$200 per day and seats 40-50 classroom style or 28 conference style. A smaller training room will seat up to 24 classroom or conference room style. It rents for \$100 per day. Rooms rent at half the cost for half-day rentals.

