

why join the chamber?



Membership Levels Annual Investment Dues

Signature Partner				
Elite				
Premium				
Basic				
	\$295	\$500	\$1,250	\$3,500
NEW for Basic Memberships!! Enhanced Web Listing in the Business Directory	✓	✓	✓	✓
Hyperlink & Contact Information	✓	✓	✓	✓
<ul style="list-style-type: none"> Enhanced Web Listing including expanded business description up to 1600 characters, short business description in directory Logo Hyperlink Contact info Up to 30 keywords 5 item bullet point list Search results icon Photo Gallery YouTube Video 	✓	✓	✓	✓
Advertise Hot Deals, Specials & Job Openings and Events for your Business on the Chamber website	✓	✓	✓	✓
Business Listing in printed and online directories	✓	✓	✓	✓
Member Only Discounts		✓	✓	✓
Membership Database; 1 copy a year		✓	✓	✓
Ribbon Cutting (or other photo opportunity)		✓	✓	✓
Business name displayed on Homepage with Hyperlink to website			✓	✓
Post to Facebook and/or Instagram			✓	✓
Recognition of Signature Partners at all events and in the annual Guide				✓
Logo & link to business website prominently displayed on Chamber homepage				✓

How to Get the Most Out of Your Membership

30
Days

- Meet with Chamber staff to perform Needs Analysis and set up your Advanced Chamber Member Profile. (Including your logo, phone #, address and brief description of your business.)
- Get social!!! Join our social media sites to network online.
- Post your announcements on our Facebook pages
 - ★ Lake Travis Chamber of Commerce
 - ★ Leadership Lake Travis
 - ★ Lake Travis Springfest
- Follow us on Instagram @LakeTravisChamber
- Add the Lake Travis Chamber of Commerce Proud Member logo to your website and media platforms. Contact info@laketravischamber.com

60
Days

- Attend the next Chamber Event. Use this opportunity to meet other Valued Chamber Members. Tell your story!
- Schedule 1on1's (virtual or in-person) with 3 LT Chamber Members that you met at the last event.
- Sponsor and/or Host a Ribbon Cutting, Open House, Mixer or Business Off the Clock.
- Through your Member Portal, Post an Event, Job Openings, Hot Discounts, Member to Member deals or News Releases that you might have. (Make a habit of utilizing this tool once a month in some way.)

90
Days

- Login to your Member Portal and Post an Event, Job Openings, Hot Discounts, Member to Member deals or News Releases. (Make a habit of utilizing this tool once a month in some way.)
- Continue to update your Chamber Member Profile as needed and STAY ENGAGED.
- Meet your current Chairman of the Board
- Visit/Meet with Chamber staff again to discuss opportunities to take advantage of.

THE VOICE FOR BUSINESS



OUR MISSION

The **Mission** of the Lake Travis Chamber of Commerce is to foster the best economic climate in Lake Travis by connecting business, strengthening communities and promoting Lake Travis as a destination. The vision of the Chamber is to be the voice for business in the South Lake Travis area.



**STRENGTHENING
COMMUNITY**



**CONNECTING
BUSINESSES**



**PROMOTING
LAKE TRAVIS**

ADVOCACY

Advocacy is one of the core principals of the Chamber.

Volunteers and staff strive each day to deliver this mission and vision to our members and business community through various advocacy efforts.

The Lake Travis Chamber of Commerce:



Serves as a collective voice for business



Advocates in support for or against issues and legislation that have a potential economic impact on our business community



Facilitates and expands relationships among community leaders and businesses

SOUTH SHORE FORUM

South Shore Forum serves as a roundtable for leading organizations, entities and cities in the Lake Travis area that are using the South Shore Forum to report to one another about issues, happenings and opportunities. As a result from prior roundtable discussions, several initiatives have surfaced including the Economic Impact on Lake Travis, numerous resolutions on various legislative issues and a workforce development committee of city staff and local business leaders.

The South Shore Forum consists of staff from each of the following groups:

The cities and police departments of Bee Cave and Lakeway, LTFR, LTISD, WCID #17, District 47 House Representative, Travis County Pct. 3 Commissioner and leadership within the Chamber.

What can the Lake Travis Chamber of Commerce do for you and your business?

Contact Us!

info@laketravischamber.com

512.387.3180

WORKFORCE DEVELOPMENT

A number of local businesses approached the chamber regarding the hiring crisis in the area. After speaking to numerous area businesses, a survey was conducted to gauge the demographics of the current employers and employees to determine how to address the issue. The committee is currently researching options for public transportation, ride sharing, employee sharing and more.

The results of the survey showed the food & beverage/service industries were struggling the most with healthcare and retail industries not far behind. Over 70% of employers had less than 50 employees.

The Chamber along with city officials, area businesses, CapMetro, CAMPO and others will be meeting again to continue to address the issue. We know it is multi-faceted and will require numerous options to help alleviate the problem.

MOBILITY

After many conversations in the South Shore Forum meeting, a smaller group of representatives including city representatives, first responders and large commercial developers saw the need to take action on helping to alleviate the traffic congestion on RR 620. CAMPO and TxDOT did not have 620 on any lists for improvements for decades. As you may know, a traffic study has been conducted to determine some possible short and longer term solutions to ease congestion.

THE IMPACT OF LAKE TRAVIS ON TOURISM

A Significant Economic Engine

Full Lake Travis



\$207.2 million in revenue for state and local governments



\$8.4 billion in assessed property value



\$3.6 million in hotel and mixed beverage taxes



3,900 commercial businesses in study area contribute \$45.2 million in sales tax

Low Lake Travis

Economic & Fiscal Impact



350,000 – 375,000 fewer park visits



29 lost jobs for each 10% drop in park visits



\$23.6 million to \$33.8 million reductions in visitor spending



Up to 241 lost jobs and \$6.1 million in wages



\$21.9 million in total fiscal revenues



\$1.7 million in lost sales tax revenue



\$45,000 from decreased hotel receipts



\$120,000 from less visitors ordering mixed drinks

In 2011, a coalition of governments, non-profits and businesses commissioned a study to calculate a baseline economic and fiscal value to the area surrounding Lake Travis. The study by consulting firm RCLCO used historical data and econometric models to assess the financial impact on low lake levels or poor water quality have on the region.

A full Lake Travis generates revenue from property, sales, hotel and mixed beverage taxes that buys ambulances, maintains schools and provides state government with needed funding.

The findings of this study were used by Central Texas Water Coalition, among others, to convince legislators and the LCRA to consider the economy that has been created around the lake and significantly contributes to the state when making decisions about how the Highland Lakes are managed. As a result, agricultural interests were not provided the typical water supply they had grown accustomed to for 3 years. Allowing the lakes to recover from the severe drought.

When lake levels remain below 660 feet, visitations decline and businesses contract. Low lake levels lead to fewer park visits, lost sales tax revenue, lost jobs, and less visitors.

Lake levels certainly affect tourism as the Economic Impact Analysis has shown. In most cities, there is a hotel occupancy tax imposed on overnight travelers. In 2005, Bee Cave and Lakeway did not have this tax ordinance enacted. Since that time, both cities are now collecting the tax.

The Lake Travis Chamber will continue to monitor the use of the tax and its intended purpose.