

# Business Membership Benefits



The Chamber is a not-for-profit 501 C (6) organization, governed by a Board of Directors elected by the membership. We provide networking and marketing opportunities, political advocacy, economic development, and professional enrichment opportunities through our mission to create and sustain a successful economic environment.

## **NETWORKING**

The Chamber sponsors monthly (March through November) Business After Hours events that allow members the opportunity to get to know other business leaders and owners in our community. Hosting opportunities available to showcase your business.

## **RIBBON CUTTINGS/GRAND OPENINGS**

The Chamber can provide a Ribbon Cutting for your Grand Opening that includes advertising in our Weekly Update e-newsletter as well as invitations to state and local politicians and area press.

## **VISITOR CENTER RACK CARD SPACE**

Members receive free Rack Card space in our Visitor Center, which welcomes more than 20,000 people each year.

## **WEB SITE LISTING ON BLOWINGROCK.COM**

As a member, you will receive a free listing on our online business directory on the visitor site, BlowingRock.com and the lifestyle site, BlowingRockNCChamber.com. Listing will feature business name, physical address, phone number, website, description, logo or picture and direct link to your site. At any point we can provide web traffic referral stats to you, free of charge.

## **LISTING IN BLOWING ROCK VISITOR INFORMATION GUIDE**

As a member, you will receive a free listing in our Annual Blowing Rock Visitor Information Guide & Member Directory. We distribute more than 20,000 copies each year throughout the Southeast. People use it just like a phonebook to find services, attractions, events calendars, restaurants, retail, hotels, and more. This is our most requested publication.

## **EDUCATION**

The Blowing Rock Chamber offers educational opportunities throughout the year designed to help small business owners. The Blowing Rock Leadership Challenge is sponsored and organized by the Chamber; this program fosters and educates those in our community who are inclined toward leadership roles in our many civic and business organizations. This program occurs every other year with special educational opportunities for alumni and those interested in the program.

## **MEMBER TO MEMBER DISCOUNT PROGRAM**

The Chamber encourages support of our business members through the Member-to-Member Discount program. All members of the Chamber receive a card which entitles owner and key employees to discounts at participating member businesses indicated on the card.

## **ADVERTISING OPPORTUNITIES**

Maximize your marketing dollars and reach your target market in the Visitor Guide and Business Directory, newsletter, and website. New members receive a discount on display advertising. We also

have opportunities for co-op ads in area publications, sponsorships at Chamber produced events like Symphony by the Lake, Winter Fest, and Art in the Park. We can custom tailor opportunities to fit the specific needs of your business.

### **SOCIAL MEDIA PROMOTION**

All new members receive a social media “shout out” and promotion in our e-newsletters. Additionally, you may contact us anytime to help you promote your offerings / specials on social media and in our e-newsletters.

### **E-NEWSLETTER COMMUNICATIONS**

The Chamber offers a Weekly Update to share member news, inform members of upcoming events and meetings, tips for members, educational opportunities, and discussion on issues related to the business community.

### **COMBINED VOICE**

The Blowing Rock Chamber works closely with Town Council and County Government to serve as advocates for the betterment of our business community. Additionally, we are members of the North Carolina Chamber and the US Chamber – working for businesses on a state and national level. When necessary, the Chamber hosts Community Forums which allow our members to learn about and discuss issues of importance to Blowing Rock. Chamber committees, such as Economic Development, Community & Government, work to attract and develop appropriate business in Blowing Rock.

### **BOARD ROOM USAGE**

Chamber member organizations may hold meetings in the Chamber Board Room and utilize the LCD Projector and screen, free of charge. (Subject to availability)

### **BUSINESS RECOGNITION & AWARDS**

The Jerry Burns Ambassadorial Award, Customer Service Star, Award for Cultural Enrichment, Service to the Community, Volunteer of the Year, New Construction and Renovation Award and Business of the Year are nominated by and presented to area businesses and Chamber members at an annual Awards Luncheon.

### **Chamber Facts**

- The Blowing Rock Chamber is the oldest Chamber in the High Country. Founded in 1927, Grover C. Robbins was the first President.
- BlowingRock.com has over 500,000 visitors annually, almost 300,000 unique visits!
- The Visitor Information Guide and Membership Directory is distributed to 20,000 people every year through State welcome centers, members, events and via mail per visitor requests.
- The Blowing Rock Chamber has approximately 500 members.
- Art in the Park has been held since 1962, Symphony by the Lake at Chetola held since 1986, WinterFest held since 1997.
- Art in the Park has an estimated 2 Million Dollar economic impact on Blowing Rock, according to an ASU study in 2008.
- The Chamber has four full-time staff members and one part-time staff member – it is truly a volunteer driven organization.