

DIRECT BENEFITS OF MEMBERSHIP LASSEN COUNTY CHAMBER OF COMMERCE

This is a snapshot of the wide range of services and events, designed to promote the area's business community. These services are available to you as a member of the Lassen County Chamber of Commerce. We can accomplish things as a group that we could not accomplish individually. Your investment into the Chamber supports the many services and events that promote tourism and relocation into Lassen County.

ADVERTISING OPPORTUNITIES

Internet Exposure: The Chamber has launched an improved website that better represents Lassen County and is updated daily. www.lassencountychamber.org

As a part of our website, the chamber has a listing of all members by classified category. Advertising on the website is available please call the chamber office for further information. Gold members receive 20% discount & regular members receive 10% discount off website advertising prices.

Newsletter: Our newsletter, full of current local business and Lassen County event news, is mailed monthly to 400 members, media, city, and county officials. Ads are available to our members, 1 inch X 3 ½ inches, for \$100 per year or \$10 per month.

Newsletter Inserts: Members may insert a full page flyer in the newsletter to help advertise their business or service. Cost is \$35, member provides the copies.

Membership List: Members may purchase a membership list for \$35.

Referrals: The Chamber staff responds to the hundreds of inquiries received by our office each month by giving lists of appropriate members. The Chamber sends Tourism/Relocation Packages to

1500 inquiries annually and members may advertise in these packages. Cost is \$250 per year, member supplies copies. The Chamber only refers Chamber members.

Chamber Events Sponsorship: Only Chamber members have the opportunity to sponsor Chamber events.

Ribbon Cuttings: The Chamber offers ribbon cuttings for grand openings of new businesses.

Racks for Member Information: Racks are available for members to display business brochures, flyers, and business cards in our visitor's center.

News Column: The local newspaper makes room available each week for an information article written by the Chamber's Executive Director.

Radio: KSUE/JDX makes available a spot for weekly Chamber updates.

NETWORKING OPPORTUNITIES

Chamber Mixers: After hours mixers are held monthly at the locations of various members to provide networking opportunities and business exposure to our participating members. Attendance averages 80-200, depending on location. Chamber mixers are open to the general public. Contact the office if you are interested in hosting a mixer.

Membership Luncheons: As interest is expressed, the Chamber hosts luncheon meetings with speakers of local business interest.

Annual Dinner: An average of 100 people attend our annual dinner each January.

Committees: One of the best networking opportunities available through the Chamber is for you to be a part of one of the many committees that work on community opportunities, problems and community events.

OTHER BENEFITS

Credit Union Membership: Members may access the Federal Credit Union through their Chamber membership.

Business Advocacy: The Chamber is one of the best organized voices of business for Lassen County. We look for potential opportunities and challenges in our area and work with our members to continue making this the best possible place to live and work.

Tax Deductibility: Membership in the Chamber is 100% tax deductible as a necessary business expense, not as a charitable donation. Your membership investment into the chamber supports the many services and events that promote tourism and relocation into Lassen County.

Business Seminars: Seminars are scheduled, as an interest is expressed, usually in conjunction with the Small Business Development Center.

Fraud Alert: Member businesses are alerted when local law enforcement determines that there is an organized effort to defraud merchants through bad checks or credit cards.

Shop Local Campaign: The Chamber actively coordinates an aggressive shop Local Campaign to capture leakage out of the County.

SPECIAL EVENTS

Chamber Event Sponsorship: Only Chamber members have the opportunity to sponsor Chamber events. The Chamber Sponsors or assists with many special events during the year, including: Bizz Johnson Marathon, Christmas Celebration, Main St. Cruise, and the Fair Parade. These special events bring entertainment to county residents and thousands of visitors each year.

RESOURCES

As a service to the community and our members, the Chamber keeps various reference pieces available to the public. These include:

- Community Demographics
- Community Calendar of Events
- Lists of Major Employers
- Local Area Phone Directories
- Lists of Clubs and Organizations
- Local Maps
- Statewide Visitor Information
- Business Start up Kits
- Local Area, State, and National Government Contacts
- As well as information seminars addressing vital issues relating to local community development.

FOR YOUR INFORMATION

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