



# The Benefits of Joining the Osawatomi Chamber of Commerce

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## 1. Credibility & Recognition

Increase your positive perception among consumers and business owners. Consumers believe that companies active in a local chamber of commerce use good business practices, are reputable, care about their customers, and are involved in the community. When actively engaged in Chamber initiatives and events your business is perceived as one that prioritizes community impact alongside business success. This builds trust and credibility.

- ★ The Chamber helps members display their commitment to the community by providing a **special plaque** to display in their business location.
- ★ Special **public recognition** is also provided for event sponsors and for the Business of the Year at the annual Chamber Dinner.

## 2. Visibility & Promotion

Enhance your visibility and presence within the physical community and online. Receiving referrals or endorsements from the Chamber or other members businesses can lead to a steady stream of loyal customers and growth for your business. In this digital age, online connections are critical and you certainly don't want to be the business that is not being promoted among your competitors.

- ★ Members are listed on the Chamber's **website**, where they may be searched alphabetically or based on the category of services provided. Contact info can also be linked to a business website or social media profiles.
- ★ Save on advertising dollars through free member promotions in Chamber **newsletters, e-blasts or social media posts**. Special events, fundraisers, discounts, sales, and other activities can all be highlighted to a large audience.
- ★ The Chamber displays and **distributes promotional materials** (business cards, pamphlets, coupons, stickers, magnets, samples, etc.), where only items from Chamber members are included in the Welcome Bags given out to new residents or organizations.

## 3. Networking & Resources

When you are a new business or a small startup entering the market, having a support system is crucial. Chamber membership provides access to people that are familiar with your local economy and demographics, and who have a wealth of knowledge and expertise, to help you to make informed decisions and navigate the challenges of running a successful business.

- ★ Various opportunities to meet potential partners and customers are provided through **Chamber sponsored events** such as meet-and-greet coffees, ribbon cuttings, business roundtables or expos, community events, annual awards, and more.
- ★ The Chamber also offers **one-on-one business consulting** or access to resource partners for topics such as marketing, financing, social media, business planning, grant applications, regulatory issues, and more.
- ★ The Chamber promotes and **supports local workforce** needs. Job postings may be included on the Chamber website or newsletters.



### 4. Representation & Advocacy

The Chamber acts as a voice for its members and provides local and regional representation for businesses when they interact with government or other civic organizations. It provides a collective voice for change, advocating for policies that benefit businesses and the community.

- ★ The Chamber Board of Directors is composed of **representatives** from member businesses. They serve in a voluntary capacity and are committed to promoting growth and prosperity in our community.

We hope that you appreciate the value and all of the benefits that come with being a member of the Osawatomi Chamber of Commerce and will join our organization this year.

Please feel free to contact me with any questions.

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*\*\* Chamber dues are tax deductible, and can be paid in quarterly or semi-annual installments to help with budget considerations.*