



Member Benefits

Network & Connect!

MONTHLY NETWORKING SOCIALS

- **3rd Tuesday of every month (except August & October) from 5-7pm various Lake Area Chamber Member locations**
- **An average of 80-100 business professionals attend each month**

New to the area? Looking to make further connections locally? We invite all Lake Area Chamber Members and Future Members to our Monthly Networking Socials. Since networking is a vital part of your business plan, you are encouraged to exchange business cards and ideas at the socials. This is an ideal way to get to know members and share with them information about you and your business. [Be sure to follow us on Facebook or subscribe to our e-blasts to stay-up to date on details for each monthly social!](#)

COMMITTEES

- **The Lake Area Chamber has over a dozen Committees that Chamber Members can participate in to get more involved in the community and with the Chamber.**

Serve your community and promote your business by volunteering on a committee(s) of your Chamber. Committees carry out special events, focus on economic development, and monitor legislative activity and market new and existing businesses.

Get Noticed!

REFERRALS

- **The Lake Area Chamber distributed over 4,000 copies of the 2016 Business Directory**
- **237 Vacation Mailing Packets were mailed in 2016**

The Lake Area Chamber is honored to have the opportunity to refer a variety of businesses to visitors and residents of the lake. That is a benefit to our members, we ONLY refer Chamber Members. We not only receive in person inquiries of where to stay, where to eat, what to do, but also receive numerous phone and email requests for information on activities and relocating to the lake.

RIBBON CUTTINGS

- **Held 32 Ribbon Cuttings in 2016**
 - **Our ribbon cuttings see a variety of attendees; from business owners, business professionals, elected officials, Chamber Board Members, and Chamber Volunteers.**

Upon request, our Chamber conducts ground breaking/ribbon cutting ceremonies for a variety of "milestone" events. Whether it's a new, expanding or moving business or one that has taken over new ownership, a chamber ribbon cutting is available. After each ribbon cutting, you will receive a news release, prepared by our Marketing Coordinator, which is sent to media outlets across the Lake and in the major metro areas surrounding the Lake of the Ozarks. This is a great opportunity for us to help you get the exciting word out to our community and surrounding areas.

BUSINESS SPOTLIGHT

- **Your business spotlight visible to 1,400 individuals with interest in the Lake Area Chamber of Commerce and its member's services**

Who doesn't like to brag?! All Lake Area Chamber Members have the opportunity to be featured as one of our "Business Spotlights". You are encouraged to write a 150-word article about you and/or your business that introduces you and your services to our members. We encourage logos, at least one photo and the article. The article must be submitted by the twentieth of the month. **Not a writer? Not a problem!** Let our Chamber Marketing Coordinator assist you in the write-up of your business. Remember, we are here to help and here to promote!

VISITOR CENTER BROCHURE DISPLAY RACKS

- **The Lake Area Chamber welcomed over 11,000 visitors at our Visitors Center in 2016**
- **90% of visitors leave with some sort of brochure, map or member information.**
- **The most common referrals to our visitors are for restaurants, lodging, and area attractions (boat rentals, hiking, swimming, shopping, golf).**
- **Chamber Members also have the opportunity to advertise their upcoming special events.**

Our Chamber office is fortunate to be located at Historic Willmore Lodge. Located inside Willmore Lodge is our Visitors Center where we feature display racks for **Chamber Members only** to display their promotional pieces for thousands of annual visitors and residents of the lake.

INDIVIDUAL E-BLAST

- **Reach 1,400 individuals via email!**

Do you have a special promotion coming up? Take advantage of the opportunity to reach our database of 1,400 at a minimal cost of only \$75.00 per blast. General advertising guidelines apply to broadcast email. *Community Event/Non-Profit e-blasts available with special pricing, contact the chamber for further details.*

ONLINE MEMBERSHIP DIRECTORY

- **43,506 visits to the online directory in 2016**
- **Of those visits, 2,684 clicked on member hyperlinks which lead them directly to member's website.**

Constantly updated, find member businesses with ease at www.lakeareachamber.com. Additional enhancements such as hyperlinks or display advertising can be purchased if desired. **Why consider purchasing a hyperlink?** By utilizing the hyperlink capability to your website you will be creating a "backlink" which in turn from a search engine optimization perspective, demonstrates a sites popularity.

E-NEWSLETTER

- **Sent monthly to 1,400 email addresses**

Our monthly newsletter is filled with content of upcoming events, lake area trends and topics and the latest visitor statistics. We email our newsletter to a subscription base of over 1,400 which consists of members of the Chamber of Commerce, and additional individuals who have subscribed. The newsletter can also be found on our Lake Area Chamber Website. *Chamber Members have the opportunity to advertise in our newsletter with a business card size ad for an additional fee.*

GATEWAY PROGRAM

- **Materials distributed to 7 State Welcome Centers & 3 Affiliate Welcome Centers**

Your business can be included in this program of information distribution for an additional fee of \$150 annually. Provide the Chamber with a minimum of 500 marketing pieces to distribute to the centers and we may request additional pieces later in the year if inventory runs low.

VACATION MAILING PROGRAM

- **237 Vacation Mailing Packets mailed in 2016**

These packets are sent to individuals actively planning their Lake vacations. Your business can be included in this mailing program for an additional fee of \$150 annually. By providing the Chamber with a minimum of 250 of your marketing material pieces, you will be ensuring that your business is included in this very important mailing program.

FORT LEONARD WOOD PROGRAM

- **Promotion of your business to an average of 40 new soldiers and their families a month**

The Fort Leonard Wood Program participants are represented at the monthly orientation for new incoming soldiers and their families. An average of 40 news soldiers/families per month will receive information about your business through your participation in this program. Your business can be included in this Program of information distribution for an additional fee of \$150.

COMMUNITY INVESTMENT BENEFACTORS

- **Special recognition in our monthly newsletter, at our monthly networking social, online through our social media outlets, and at our Annual Dinner.**

The Chamber uses the contributions from our Benefactors to produce quality networking and professional development opportunities for our Chamber Members.

Supporter: \$25-49.99 • Patron: \$50-74.99 • Investor: \$75+

SPECIAL EVENTS:

- **Chamber Members receive best pricing on all sponsorship opportunities!**

The Chamber sponsors a number of events to attract more visitors to the Lake therefore, generating more overnight stays and traffic for area businesses. Additional marketing / promotional opportunities exist with each event as an event sponsor and Lake Area Chamber Members receive best pricing on all sponsorship opportunities!

- **Cocktails & Caddies Golf Tournament** – Held in April of each year; with an average of 60 -70 players, plus 5 Hole Hosts and several Food Sponsors. Participants are affluent women with purchasing power, so it's a good chance to put your business directly in front of them. Social media spotlights for sponsors leading up to show.
- **Magic Dragon Street Meet Nationals** – Recognized as one of the largest car shows in the Midwest, we cap our registration at 1,000 participants. Additionally we see an average of 10,000 spectators Thursday thru Sunday. This event supports businesses across the Lake area, not just the Bagnell Dam Strip. Show is heavily promoted through multiple channels (news releases, radio, and social media). In addition to the Sponsorship benefits, our Sponsors also receive social media spotlights leading up to show.
- **Midwest Wine & Brew Festival** – With over 500 attendees and 29 Vendors in 2016 we're sure to see an even bigger crowd for 2017! The Midwest Wine and Brew Festival is promoted heavily through multiple channels (news release, flyers throughout Lake and at participating wineries and breweries, social media, billboards, and radio). Sponsors and Vendors also receive social media spotlights leading up to show.
- **Home, Lifestyle & Sport Show** – We rolled out this NEW show in 2016 and were proud to have 45 vendor booths and over 500 quality attendees. We provide heavy promotion of the show through multiple channels (press releases, printed flyers & posters, radio, social media, website, billboard, and much more!). Vendors & Sponsors receive social media spotlights in months leading up to show.

Learn Something New!

EGGS & ISSUES BREAKFAST

- **Collaborative Event with the Camdenton & Lake West Chambers of Commerce**

- **Average attendance of 60-80 business owners & professionals**

Six Annual Eggs & Issues Breakfasts will be hosted among the three Chambers serving the Lake Area: Camdenton, Lake Area and Lake West. Two breakfasts will be held in each service area. Topics affecting the Lake Area and the business community will be the focus. Sponsorships are available for this program which gives you an opportunity to present to an average 60-80 business members to further promote your business. Members from all three Chambers attend these events, so it's an opportunity to market to many businesses.

PROFESSIONAL DEVELOPMENT

- **Complimentary Workshops**
- **Young Professionals at the Lake**

The Chamber offers a variety of professional development opportunities for our members to access. Through the Chamber's partnership with the Lake of the Ozarks SCORE, members can attend complimentary collaborative workshops on a variety of pertinent topics. Employees of your business that are aged 21-45 can join our Young Professionals at the Lake and take advantage of the professional development offered by the group.

MEMBERSHIP LIST

- **Excellent resource for direct mailing campaigns!**

Upon request, a digital file of all Lake Area Chamber members is provided. This is an excellent resource for direct mailings as it includes the company name, mailing address, phone number and a primary representative for each member.

DEMOGRAPHIC PROFILE

- **Important tool for identifying the market!**

We are happy to provide our Members with a complete Statistical Demographics and Data Profile upon request.