

member benefits

HERMANTOWN AREA CHAMBER OF COMMERCE



Let us help your business!

*As our business community continues to grow, so does our Chamber!
Thanks so much for your membership!*

Did you know...

Membership in the Hermantown Area Chamber of Commerce is open to any business that does business with or for people in the Southern St. Louis County Area.

48% of our membership is based in Hermantown, the airpark, and the Mall area.

40% of our membership is based elsewhere in Duluth.

So that's 88% of our membership based in the 558!

8% of our membership is based elsewhere in Minnesota.

4% of our membership is based in Douglas County, WI.

How do we compare?

The 2018 MACE Survey (Mid-America Chamber Executives) gives statistics state by state on average number of members, cost of membership, retention, etc. MACE serves chambers in MN, WI, SD, ND, IA, NE. *Here is how our Chamber compared:*

Chamber of Commerce average # of members (based on total chamber income):

Midwest: 228

Hermantown Area: 250

Average Membership rate for similar sized chambers (based on total chamber income):

Midwest: \$252

State of MN: \$299

State of WI: \$259

Hermantown Area: \$255

Membership Benefits Explained

Visibility: Stand out and get noticed as an active member. The chamber helps drive visibility to its members.

Credibility: Chamber members are recognized as community builders. Consumers are more likely to do business with chamber members.

Growth: We work together to bring more business and customers to the area. Let's all grow together.

Community: Create a strong economy. Attract new talent and help develop the area for a higher quality of life. Give back to the community where you do business.

Voice: The chamber creates opportunities for introductions to legislators, government, and city officials.

Partners: Regular workshops and ample resources to give your business and staff a boost. Continued education on demand. Build and strengthen your business network. Gain an instant list of friends. We are stronger together.

But here's what's most important...

The single most important thing your chamber does is
advocate for business.

What is a Chamber of Commerce?

Why are we, or why *should* we be members?

The Chamber, as the voice of the business community, works to accomplish for you what no individual or single business can do alone. The strength of the organization lies in its collective membership, which serves as a resource of ideas, manpower and talents from which our community can draw.

We are the voice of business.

We advocate for our members.

We advocate for our region.

As an investor in our Chamber of Commerce, you join approximately 250 businesses that are contributing to the future of Southern St. Louis County.

In addition to the contribution you are making to the economic viability of our community, ***we add value to your investment*** by providing networking opportunities, member luncheons, ribbon cuttings, business referrals, and so much more. Networking and marketing opportunities, small business support and legislative representation mean opportunities to increase your client base and profits for your business.

Your involvement is a commitment to the development and growth of your business and your community.

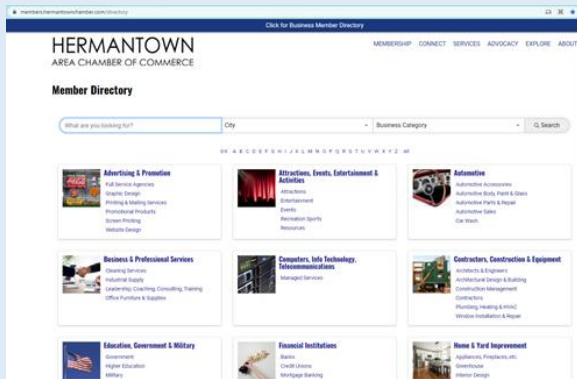
**BUSINESS
COMMUNITY**

Just for fun:

- Chambers of commerce exist all over the world – we are the oldest and largest organized group of business leaders dating to the 1500's in France.
- A chamber of commerce is an association of businesses designed to promote and protect the interests of its members.
- While chambers of commerce do not directly influence political outcomes, we try to influence local community leaders to pro-business stances through our advocacy efforts that directly impact our members.
- Chambers of commerce rely on membership dues as their primary source of revenue.

added value - member services

<https://hermantownchamber.com/services>



Membership Directory

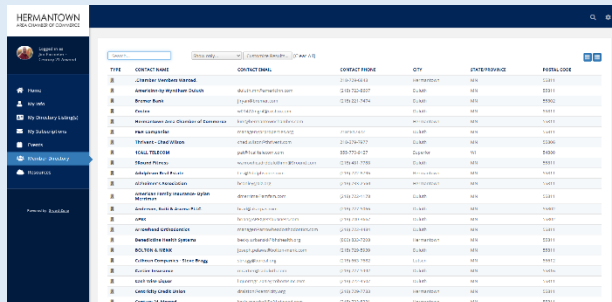
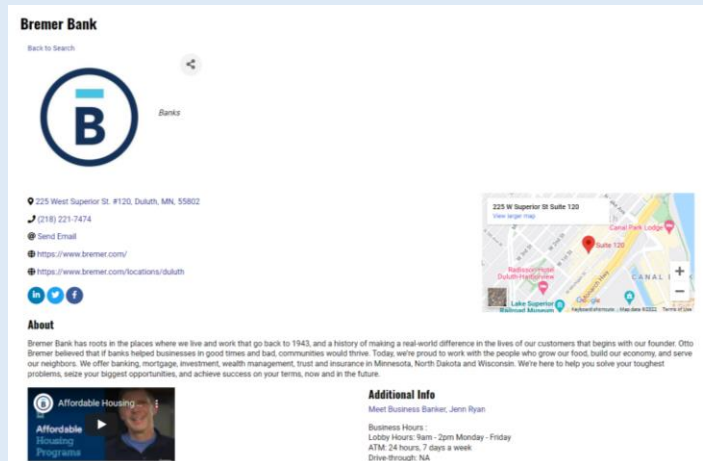
Have you seen our new and improved member directory? We updated this in 2021, and it has been a great improvement!

Search visually by category or use a search term to see our members.

Directory Listing

Our basic listings share your business name, a map to your location, all your social media sites, contact info and key contacts.

Enhanced listings can include a logo, videos, and more.



Members Only Portal

Create your login and...

- update your information as it changes
- Access our member list
- add an event to the community calendar

Get started today!

<https://members.hermantownchamber.com/MIC/login>

Media Relations Support

Members, send us your media releases, we share these out on our relevant social media channels. Need an up to date media list – we have that. FREE of charge for our members in good standing.

Referrals

Each day the Chamber receives phone calls and emails from potential customers for businesses that can help them with specific services. We recommend chamber member businesses.

added value - member services

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Networking Opportunities / Sponsorship Opportunities

CHAMBER PROGRAMS

Our key contacts at each business are invited to all of our programs and events held throughout the year. Not only can you attend and meet new people or catch up with old contacts, you can also sponsor these programs and events as well.

Member Luncheons

The Hermantown Area Chamber of Commerce partners with area businesses to host these networking luncheons typically on the fourth Thursday of each month from noon – 1 pm at various member locations. The luncheon buffet/serving opens at 11:45 am. \$25 member tickets, \$400 sponsorship



Business After Hours

Widely recognized as the region's most effective networking opportunity, **Business After Hours** is the social event you don't want to miss. Held several times a year at rotating locations, the events create and promote business opportunities for everyone involved. \$5 member tickets; \$200 sponsorship

BUSINESS
after HOURS

Conversations with our Leaders

We want to amplify your voice and put you in touch with our local, state, and national leaders.

Join us for this conversational style online or in-person meetings with our elected leaders from the school board to the congressional 8th district, county commissioners, local mayors, and other business and community leaders key to building our economic viability as a region. Understanding the issues, connecting you to resources, and making sure your voice is heard is paramount to our mission of building a stronger northland. This is a great foundation for our business community to engage in. FREE for members; Sponsorship \$250; Scheduled ad hoc – dependent on speaker availability.



Member Extras

Motivational Mondays | Rise & Shine | Quick Bites | Chamber Connect | Chamber 101 | Leadership Connection | Special Topics

Our member extras are a chance to meet other members typically at the Chamber office or online, however, we welcome the opportunity to have our members host these programs. Network and learn about a business, product, or service offered by one of our members or find out more about a current issue or leadership topic. Interested in sharing your knowledge? You bring the content, we'll supply the platform. Contact the chamber today!

FREE for members; Sponsorship: \$100; Scheduled ad hoc – dependent on speaker availability.

Hermantown Area Chamber of Commerce | 5094 Miller Trunk Hwy #600 | Hermantown, MN 55811
218.729.6843 | www.hermantownchamber.com | kim@hermantownchamber.com

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<https://hermantownchamber.com/services>

Networking Opportunities / Sponsorship Opportunities

CHAMBER EVENTS

Bocce Tournament | Golf Tournament | UnWINEd | Annual Meeting | Biz Blitz

Bocce Tournament

Join us for a day of competition and networking! Our Bocce Tournament is open to everyone and no experience is needed – we'll show you everything you need to know. Gather your co-workers or join forces with another business. We are looking for teams of four but if you can't find enough – let us know and we can help!

\$300 includes court sponsorship and a team of 4 with 2 alternates!



Annual Golf Tournament

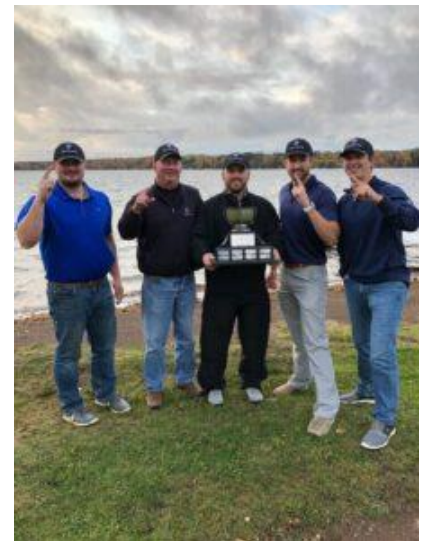
Pike Lake Golf & Beach Club

4895 East Pike Lake Road, Hermantown, MN 55811

Our Annual Golf Classic is an event for Chamber members and their guests. Participation includes 18 holes of golf, cart, steak dinner, and a putting contest. Compete in proximity events at each hole and WIN great prizes! Plus, your chance at the LesChuckLynn Trophy! Teams of 2, 4 or 5 depending on sponsor level.

Get Involved!

- Assemble a team. Hit the links with our Gold, Silver or Bronze Sponsorship packages.
- Own a hole on the course during our event! A Hole Sponsorship includes owning the tee box and being able to meet and network with each group of golfers. Bring signage and/or giveaways to help promote your business.
- Get your business noticed with a Tee Sign Sponsorship. This sponsorship gives you the opportunity to have your business's logo displayed on a sign next to a tee on the course.
- Consider being a product sponsor and donate an item for our swag bag, such as; golf balls, golf tees, towel, shoehorn, sunscreen, bottled water, the list goes on and on.



CHAMBER EVENTS CONTINUED

UnWined

April / May
AAD Shrine
5152 Miller Trunk Hwy. Hermantown MN 55811

Designed as a tasting event, the Hermantown Chamber's annual UnWined fundraising event features wine, beer, and delicious food samplings from member restaurants around the region. The event will also include a silent auction. All proceeds support the Hermantown Area Chamber of Commerce, a 501(c)6 nonprofit organization.



Tickets are \$40 in advance, \$50 at the door. Sponsorships are also available.

Annual Meeting

Thursday before Thanksgiving
12pm – 1:30pm
AAD Shrine
5152 Miller Trunk Hwy. Hermantown MN 55811

Members, join us for our annual meeting as we welcome new board members and say thank you to our board members whose term has passed. We'll also recognize our volunteers, including our Ambassador of the Year. We will recap the highlights of the past year and share an inspiring message from a great keynote speaker! It is a full hour and a half of laughs, fun and a delicious meal catered by one of our members each year.



Biz Blitz

Twice a Year
AAD Shrine
5152 Miller Trunk Hwy. Hermantown MN 55811

This new speed networking event engages the entire Hermantown area. Biz Blitz will help you meet new colleagues faster, make new connections, and grow your business.



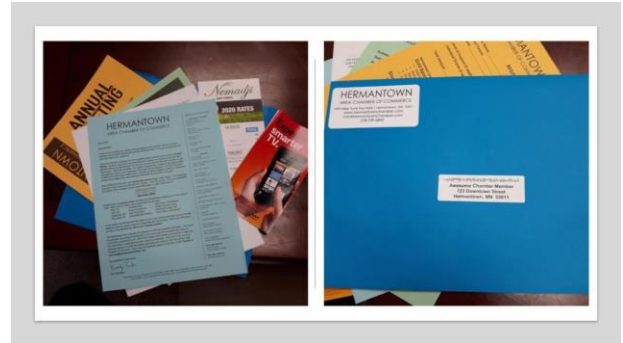
added value - member services

<https://hermantownchamber.com/services>

Quarterly Mailer

Spring, Summer, Fall & Winter our quarterly mailer is sent your way chock full of information about the chamber, upcoming events and programs, as well as information from OTHER chamber members!

Check the chamber calendar for deadlines.



Ambassador Program

Just as members are our lifeblood of the organization, our ambassadors are our heartbeat. We have a roster of about 25 ambassadors representing our members, averaging about 3-5 hours a month supporting the chamber. In 2019, our ambassadors volunteered over 600 hours!

Ribbon Cuttings & Celebrations

Invite the Chamber to your celebration! We provide the ribbon & scissors (and a little extra help if you need it) - you cut the ribbon!

We would love to help your business announce:

- Grand Opening
- Ground-breaking
- Expansion
- New Ownership
- Anniversary

Review our Ribbon Cutting Checklist online!



added value - member services

<https://hermantownchamber.com/services>

Business Center Rental

Our center accommodates up to 50 seated, 24 with speaker tables, and we have many additional configurations for small groups.

Amenities

- Wireless Open Guest Internet
- 75" LED 4K UHD Smart webOS TV for video conferencing
- Dedicated HP Laptop for connectivity
- Pull-down Screen & LDC Projector
- Sound System
- Lectern
- White Board – 12'
- Conference Phone
- MEVO Cameras
- Lavalier, handheld, and pod-cast style microphones
- *and more...*

Perks

- Free Attendee Parking
- Conveniently located in the Hermantown Square complex near coffee shop and grill & bar, just off the Miller Trunk HWY
- Flexible Room Set Up
- Kitchenette / bring in your own food / beverages.

Chamber Member Pricing

1/2 Day Room Rental – \$50
(up to four hours and includes AV)

Full-Day Room Rental – \$100
(up to eight hours, includes AV)



Call 218-729-6843 to reserve.

<https://hermantownchamber.com/member-resources/chamber-business-center/>

added value - member services

<https://hermantownchamber.com/services>

Let's recap...

While *Visibility*, *Credibility*, *Growth*, *Voice*, *Partnerships* & *Community* are all an important piece of the pie...

the most important “benefit” of belonging to a chamber is **Advocacy** (*Free*)

Everything else is added value.

We hope you understand and use the ‘value adds’ we’ve curated for our members, but that is completely up to you and your business needs! Reach out to us anytime. We’re here for our members.

- **Coffee with your Chamber CEO** (*Free*)
- **Listing in the directory** (*Free*), (*add a logo or enhanced listing for a few \$ more*)
- **Referrals** (*Free*)
- **Ribbon Cuttings / Celebrations** (*Free*)
- **Ambassador Program** (*Free*)
- **Business Card Wall** (*Free*)
- **Media Relations Help / Local Media List** (*Free*)
- **News Release sharing** – add us to your media list – we share member news on our social media! (*Free*)
- **Conference Room Rental** (*\$50 half day, \$100 full day for members*)
- **Member Mailing List** (*\$50*)
- **Easy and Inexpensive Advertising Opportunities**
 - **Weekly Update**
 - **Monthly “Members Only” E-blast**
 - **Quarterly Mailer**
 - **Advertise on our Website – *Coming soon!***
 - **Employment Opportunities** – *Coming soon!*
- **Event & Program Sponsorship Opportunities**
- **Member Exclusives, Free for Members, and Priced-right Programs & Events for members all through the year**

Thank you for understanding the importance of being a part of the collective voice of business.

Thank you for your membership!