



## Detailed Chamber Membership Benefits

A membership investment to the Saranac Lake Area Chamber of Commerce far exceeds your cost on an annual basis. Each individual member can realize tremendous savings through the Chamber's ability to offer key services such as lobbying and advertising that on an individual basis would cost you and your business much more. Beginning in 1925, the Chamber has been providing the most comprehensive business information resources in the Tri-Lakes area.

### **Voice of the business community in the Saranac Lake Area**

- Provides insights on economic development and tourism;
- Provides Visitor Services for the region
- Takes a leadership role in addressing critical issues facing our region;
- Voice of business and public policies to the village, towns, counties, state and federal governments;
- Active partner in creating and maintaining job opportunities;
- Positions the region to attract visitors;
- Facilitates a positive business climate;
- Creates co-operative advertising to promote members

### **Partner in the Plattsburgh-North Country Chamber Alliance**

- Access to health insurance plans, products and services offered by the Plattsburgh-North Country Chamber;
- Inclusion in regional Economic Development endeavors, including the Quebec-New York Corridor and New York's Tech Valley;
- Attendance and participation in the following Plattsburgh-North Country Chamber events at member rates:
  - Small business workshops
  - Government affairs forums
  - Annual Dinner
  - St. Patrick's Breakfast
  - Taste of North Country
  - Great Adirondack Antique & Classic Car Show
- Access to technical assistance services of the Space Alliance Technology Outreach Program;
- Inclusion in the North Country Energy Alliance to members served by National Grid and NYSEG;
- Membership to the Essex County Business Council, including access to After Hours networking mixers and other programs and services;

### **Best source of networking among nearly 400 other member businesses;**

- Member businesses benefit by promoting their products and services and meeting potential customers
- Host and/or attend Mixers
- Annual Meeting
- Great Adirondack Days
- Winter Carnival



## Detailed Chamber Membership Benefits, cont'd

### **Sponsorship Opportunities**

Members have the opportunity to sponsor various events, improving business recognition

### **Discounts**

- Access to Group Health Insurance
- Free subscription to the Chamber's newsletter
- Access to membership directory for nominal fee
- Discounted advertising rates
- Discounted seminars and workshops
- Provide certificate of origin – free of charge

### **Opportunity to participate on various Chamber committees**

- Board of Directors
- Committees
  - Legislative Resources
  - Marketing & Tourism
  - Economic Development
  - Membership Services

### **Coordinate grand-openings and ribbon cuttings**

### **Information services**

- Annually publishes the Saranac Lake Visitor's Guide, used by members and visitors seeking information, products and services for the region. Each member has outreach through more than 20,000 copies distributed around New York State
- Send e-mails to our members to inform them about what the Chamber is doing for them, as well as share information from our members;
- Provide visitor and relocation packets;
- Provide directories for restaurants, hotels, churches, meeting sites, real estate agents, boat landings and volunteer organizations;
- Provide complimentary maps as the Saranac Lake Area Chamber is often the first place visitors and new residents inquire about our region
- Display member brochures
- Referrals
- Provide a community calendar through our website

### **Website as a Marketing Tool**

- Both informative and interactive
- Works like an online directory
- Can link from our website to yours for minimal investment
- Current information on Chamber and community events
- Link to area governments and services
- Member access to Hot Deal web-site service

### **Community Development**

- Mixers
- Winter Carnival
- Craft Shows



## Detailed Chamber Membership Benefits, cont'd

### Corporate Guide

The Chamber has published a **Corporate Guide** highlighting the top ten reasons to locate a business in Saranac Lake.

### Summary

Member advertising dollars can be saved as a member of The Saranac Lake Area Chamber of Commerce. We do the advertising for you. All you need to do is drop off some literature about your business, and we'll take it from there!

Each year the Chamber office answers over 5000 phone calls, sees over 3500 people come through our doors, and receives about 2600 inquiries through our website. All of these people could be looking at your business information!

### The Chamber Rates

General Membership Category\*

No. of Employses	Amount	Voting Membership
1 – 10	\$217.00	1
11 – 15	\$237.00	2
16 – 25	\$277.00	3
25 – 50	\$337.00	4
51 – 100	\$402.00	5
101 – 200	\$537.00	6
201 – 300	\$637.00	7

\* Links on the web page are \$60.00 for the first link and \$20.00 for additional links.

**Multi-Business Rate:** First business, full amount; Second, third, etc., 1/2 full amount.

**Banks/Credit Unions:** \$410.00

**Public Utilities:** \$410.00

**Hospitals/Nursing Homes/Research Centers:** \$272.00

**Civic/Social/Service/Fraternal Organizations:** \$107.00

**Individual:** \$65.00

**Fiscal Year:** June 1 - May 31