

# HOUSTON CHAMBER OF COMMERCE

## 2017 MEMBERSHIP DUES AND ADVERTISING OPPORTUNITIES

### JANUARY 2017 – DECEMBER 2017

#### **BASIC MEMBERSHIP DUES**

Basic Membership Dues include:

- ❖ Advertising Opportunities
  - Discount Pricing for member on all chamber lead programs – Brochures, Maps, Inside Chamber
  - Co-Operative Advertising for major events in Houston – Mid-night madness, Back to School
  - Newsletter
- ❖ Business Services
  - Member rates on Faxing and photocopying.
- ❖ Community Services
  - Bulletin Boards to promote Community Events (Absolutely no items for sale)
  - Event advertisement through social media.
- ❖ Group Insurance Benefits
  - Making the benefits of dental, prescriptions and disability insurance coverage more affordable through the Chamber's Group Plans at rates not normally available to small and medium sized businesses.
- ❖ Lobbying and Advocacy
  - Making views of business known to governments, legislators, the media and the public. Encouraging plans and policies that will enhance the positive growth of business in our communities.
  - Being included in our electronic communication on the most update information from the BC and Canadian Chambers
  - Through it's affiliation with the BC and Canadian Chamber, the Houston & District Chamber lobbies on behalf of its members to government at the municipal, provincial and federal levels
- ❖ Membership dues are tax deductible
- ❖ Networking Opportunities
  - Through the many Houston & District Chamber activities and programs, you will have an opportunity to meet potential customers and clients. Meet and build relationships with some of Houston's most dynamic business personalities. Market yourself and your company to the business community. Bring value to your business through relationship building and participation. Learn from the sharing of ideas and skills that apply to your business situations to promote growth and sustained success.
- ❖ Newsletter
  - What's Happening
  - Welcome of new members
  - Member profile
  - Business Information
- ❖ Preferred Rates (fuel, VISA & MasterCard rates, etc.)
  - The Houston and District Chamber of Commerce partners with member companies to provide benefit packages and cost-saving programs.

- ❖ Referrals to Members
  - Membership listing included in every New Member Package and Relocation Package
  - Over 12,500 visitors stopped at the Houston Visitor Centre in 2016.
  - Have your business card or rack card on display at the chamber.
  - Business referral inquiries come from phone calls, emails, mail and through our website. The Chamber staff responds to these inquiries and referrals are made to member businesses
- ❖ Relocation Packages
  - Provide Restate agencies with relocation package to give out
  - Provide Employers with relocation packages when recruiting employees
  - Hand out relocation packages at the Chamber office
- ❖ Retail Promotions
  - Focus on promoting “Shop Local Program” through the Houston Merchant Dollars
  - Focus on promoting local merchants and services
- ❖ Seminars and Workshops
  - Workshops and Seminars are provided throughout the year by various partnering agencies.
- ❖ Tourism Development
  - Operates Visitor Centre Year Round we had over 12,500 visitors stop in our center in 2016. We also develop the Houston Visitor Guide and the Houston Map Book that are distributed to every Visitor Centre across the province of British Columbia as well as the airport in Prince George and Smithers. The Chamber has recently completed a map that we give out to visitors and put in our relocation packages.
- ❖ Website
  - Over 360,725 hits and 78,983 visits in 2016
  - Your business will be listed in the Chamber's Business Directory, which is on the Houston & District Chamber of Commerce website. Your business will be listed alphabetically and by service category. Your listing will include one email, one website, and one category listing for free, an addition fee will be charged for additional emails, website or categories.

## **NUMBER OF EMPLOYEES**

The number of employees in your business should be based on the number of employees working on a regular basis, including part-time staff. The **TOTAL NUMBER** of full time equivalent employees determines your membership rate.

*\*Full Time Equivalent Employees – 2 part-time equals 1 full-time; 2 seasonal = 1 full time*

## **BROCHURES RACKED – ONE FREE**

An additional cost of \$40.00 annually will be charged to assist with costs of displaying your information, and is charged only when you rack more than one brochure.

**ADDITIONAL EMAILS, CATEGORY OR LINKS TO WEBSITE**

Your first email, business category in the directory or link on the Chamber website is free. The cost for each additional email, category or link is \$30.00 annually.

**HOUSTON MERCHANT DOLLARS**

The Houston & District Chamber of Commerce encourages resident of Houston to shop local. We believe that the Houston Merchant Dollars is an investment in our community and can strengthen our local economy. Participating in this program will give you the ability to accept Houston Merchant Dollars. We will be promoting this program to businesses and residents of Houston to purchase Houston Merchant Dollars as gifts and employees incentives.

**MEMBERSHIP COMMUNICATION**

All Chamber members receive communication on a regular basis, including Chamber coming events and activities, as well as information of interest to Chamber members. The Chamber utilizes this service to keep our membership informed.

**FOR MORE INFORMATION ON THE ABOVE SERVICES, PLEASE  
CONTACT THE CHAMBER OFFICE @ 250-845-7640.**