

*Pioneering the Good Life*

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**PLATTEVILLE**

**Area Chamber of  
COMMERCE**

Vision ~ Connection ~ Education

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# Owner's Manual

*How to use your Chamber Membership  
to build a better bottom line  
for your business!*

*Put Us To Work For You!*

*In today's increasingly competitive market, there are a lot of tactics for promoting your business – everything from mass media to direct mail, telemarketing, specialty products and more!*

# **OWNER'S MANUAL**

This Owner's Manual describes marketing opportunities you can take advantage of as a Chamber Member. Many of these opportunities are available **only** to Chamber Members. We encourage you to use as many as possible to help grow your **business** and your **bottom line**!

## **Chamber Insignia**

*Chamber Members are a select group of over 280 members. The Chamber insignia displayed in your business instantly communicates a high image message to clients and customers that says, "this business is committed to good business practices as well as to the community at large." This powerful marketing message is one of the benefits you automatically receive with your membership.*

## **Referrals**

*Each year, the Chamber responds to over 15,000 phone calls, many of them requesting help in locating a needed product or service. Callers are referred to Chamber Member businesses. In addition, the Chamber does business with Chamber Members and encourages all members to do the same. Want to distribute pamphlets, business cards, or other pertinent sales information? Let us do that for you! As a Chamber Member, you can use our lobby space to promote your business and services on a daily basis. We'll even give you a reminder call when your material runs low.*

## **Ribbon Cuttings and Ground Breakings**

*The Chamber is pleased to coordinate an official Ribbon Cutting or Ground Breaking ceremonies for a new, expanding, or relocating business. Just make a call to the Chamber to set a date for this event. This is a great way to bring other people and community members into your business to make them aware of your products and services.*

## **Chamber Network News – Monthly Newsletter**

*Keep in touch with what's going on in your Chamber and your business community. Published monthly, the online **Chamber Network News** newsletter provides current business and Chamber information, dates to remember, updates on members, educational opportunities available, and other items of interest to the Platteville area business community.*

## **Internet Visibility**

*Within the Chamber's website, [www.platteville.com](http://www.platteville.com), all members are listed alphabetically and by business category. From these member listings, we offer free links to your website. Stay current on happenings within the business community through our Business Community Calendar.*

*Through the event website [www.PlattevilleLife.com](http://www.PlattevilleLife.com), members can enter events, articles, and create a simple one page web directory page for their business free of charge. This website is sponsored by the Platteville Chamber of Commerce.*

## **Gift Certificates**

*Gift certificates can be purchased for any amount over \$5.00 at the Chamber Office. Gift certificates can only be used at Chamber member businesses. This promotes shopping locally and supports our local businesses. In 2008, over \$45,000 in Chamber gift certificates were issued.*

### **Merchant Alerts**

*We work closely with the Platteville Police Department and when they receive information about someone passing bad checks, they issue a “Merchant Alert” which we then forward on to all Chamber members.*

### **All – Call Email**

*As a chamber member, you will receive up to the minute news about events and happenings within the chamber organization and in the community.*

## **NETWORKING - MAKING IMPORTANT CONNECTIONS**

People like to do business with people they know! Chamber networking puts you in touch with other business people and community leaders.

### **Business After Hours**

*Each month, community members attend the **Business After Hours** to network and make connections. Each event offers an opportunity to get acquainted with other area business people and community leaders in the Platteville area. As a Chamber member you are continually informed of when and where these events are taking place. Also, you have the opportunity to host this great networking event and really showcase your business.*

### **Committee Involvement**

*Becoming involved on a Chamber committee keeps you connected to other Chamber Members and to the happenings in the business community. Community involvement is an effective way to make a difference in your Chamber and your community.*

### **Annual Golf Outing**

*The Chamber’s annual golf outing provides an opportunity for Member businesses to have some fun while spending quality time establishing relationships with other professionals in the Platteville area. This gives you an opportunity to interact with your peers in a more social setting.*

### **Annual Celebration**

*This annual banquet brings our members together to celebrate the successes of our Chamber businesses, individuals, and volunteers, while enjoying a fun-filled evening with fellow Chamber Members. Annual awards and special recognition, as well as a recap of the year, are a highlight of the event, along with a fabulous meal and entertainment. Average attendance exceeds 100 people.*

### **Luncheons**

*Spend a quality hour of networking in one of our Member restaurants, getting to know more about other Chamber Members, as well as enjoying an update on a pertinent topic for your business. A well-attended event, the luncheon usually averages over 30 people each time. We sometimes feature luncheons that involve more of the community at large.*

# **MARKETING AND ADVERTISING OPPORTUNITIES**

Chamber membership makes marketing to the Platteville Area business community incredibly easy and cost effective.

## **Direct Mail**

*Name, address, phone and business contact information is available for the Chamber's 280 plus members. Information is available on paper, labels, electronic, or CD at a minimal rate for members.*

## **Platteville Community Guide Advertising**

*The Chamber publishes our **Platteville Community Guide** in May and distributes it throughout the state at Tourism Information Centers, throughout the community, at travel shows, at events and in all relocation and economic develop. We encourage members to use it to do business with other Chamber Members.*

## **Newsletter Advertising**

*The online Chamber Network News newsletter is distributed to over 425 businesses and individuals at the beginning of each month. Advertising inserts are limited and reservations are required. Chamber Members also have the opportunity to place an ad within the newsletter for a minimal charge.*

## **Greeter Service**

*Our "**Platteville Welcomes You**" greeter service was established in 1995 as a way of welcoming newcomers to the Platteville community. Over 90 Chamber businesses participate in this promotion. Our trained greeters make presentations to the new families and give them a great gift bag filled with valuable coupons, gifts, and information. As a member, you have this opportunity to make newcomers aware of your business as soon as they come to town. The form to register for newcomers to register for the greeter service is included in every relocation packet that we send and they are also placed in our local supermarket and banks, where all newcomers are sure to go!*

## **ABC-Always Buy Chamber**

*By participating in this promotion you can take advantage of free advertising for your business, thus increasing traffic and awareness. Promotional kits include ABC posters, buttons, and flyers. You are also encouraged to use the ABC logo in your newspaper advertisements, on letterheads, envelopes, and other paper stock items. ABC members are also part of a comprehensive promotional program that includes a contest and radio ads on WPLV radio, newspaper ads, generic stuffers included in local bank statements, book markers, banners, and all communications going through the Platteville Chamber. This program is designed to help your business by encouraging people to shop locally and support Chamber members.*



## **Santa's Bucks**

*The Santa's Bucks promotion was developed to encourage "shopping locally", especially during the holiday season. We want you to know that support of our local businesses is our utmost priority. This promotion is open to Chamber member businesses only. Customers come into your business and purchase merchandise, services, etc. and receive a dated receipt, identified with your business name. Customers present the receipt (s) at the Chamber office and receive official Santa's Bucks. Each receipt is rounded to the nearest \$10.00. The minimum purchase per receipt is \$10.00. Santa's Bucks may then be used to purchase items at the Santa's Bucks Auction. In 2008, the receipts reflected through this promotion were over \$200,000!!!*

# **SPONSORSHIPS**

Throughout the year, the Chamber offers seminars, programs, and special events for its members. Sponsorship is available on some of these and gives your business marketing and visibility advantages.

## **Monthly Beverage Host**

*Reach more than 500 business professionals each month at Chamber office meetings through signage, verbal, and newsletter acknowledgement.*

## **Business After Hours**

*Monthly sponsors are named prior to each quarter. More than one business may sponsor each event. Sponsors receive pre-publicity in the Chamber Network News newsletter, recognition at the event and the chance to highlight your business by giving tours, introducing key people, and providing information about your services.*

## **Education Programs**

*Sponsorship opportunities are available to Chamber businesses for some of the seminars/workshops offered through our Chamber Ambassador Committee.*

## **Annual Celebration**

*This premiere dinner and program takes place in late spring and is attended by over 100 individuals. Sponsors receive pre-publicity in the Chamber newsletter, press releases, invitations, recognition at the event, and follow-up publicity mention.*

## **Annual Golf Outing**

*Over 140 business people participate in the Chamber's Annual Golf Outing. Sponsors receive pre-publicity in our newsletter, recognition at the event and in follow-up publicity.*

## **Community Leadership Alliance – CLA**

*A Chamber initiative, this new program was developed in partnership with the office of Continuing Education at UW-Platteville and the UW-Extension offices of Grant, Lafayette and Iowa counties. This program provides valuable leadership skills needed to keep our businesses and communities strong.*

## **Santa Buck's Promotion**

*This event is held to promote shopping/patrons in the Platteville Community, especially our Chamber businesses. Community members redeem receipts for money spent at participating Chamber businesses during the Christmas season for Santa's Bucks. These same businesses sponsor auction prizes for purchase of Santa's Bucks. Sponsors receive newspaper, Chamber newsletter, and flyer recognition throughout the duration of the promotion. Sponsors are also recognized in the auction booklet and at the event.*

## **Platteville Welcomes You Committee** (please see information under marketing)

*encouraging overnight stays. This Committee is a committee comprised of business representatives, tourism entities and citizens. The Chamber has a contract with City to do tourism promotion on behalf of the City, through monies raised from the room tax ordinance.*

## **Governmental Affairs Committee**

*The Mission of the Governmental Affairs Committee is to educate the Chamber members with current local, state and federal issues that affect the business community. They offer forums for legislators to update Chamber members about issues.*

## **Golf Outing Committee**

*The Mission of the Golf Outing Committee is to organize an annual golf outing as a major fundraising activity for the Chamber.*