



Salida Chamber of Commerce

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REASONS TO BECOME A CHAMBER MEMBER

Ribbon cutting: For new members or existing members who have changes in their businesses, we offer a ribbon cutting, which allows business owners to tell the community about themselves and their products and services. An article and photograph will appear in *The Mountain Mail* newspaper and in our monthly newsletter. In addition, KVRH and KSBV interview the new business owner, and that interview runs several times during the week after the ribbon cutting. Our best estimate is that each new business receives approximately \$600 worth of advertising just for joining the Chamber.

Newsletter: Each month the Chamber produces an extensive newsletter that highlights and lists the events and activities of the month, as well as providing space for our businesses to advertise. This completely electronic newsletter also features the new businesses for the month and provides readers with important information about the community and activities. Access to the newsletter is on our web page at www.salidachamber.org.

Web page: Speaking of web page, please visit ours just to see how complete it is. Our business members are listed by several categories and have direct links to their own pages. In addition, each business is given the space to describe the main points about the business so potential customers can better choose the one that works best for them. A complete calendar of community events is included, as well as links to the Chaffee County Visitors Bureau, the local newspaper, Colorado Mountain College, and many other local services. The Chamber's web page is head and shoulders ahead of any other website for the area. It is, by far, the most used of any of the information sites for the area. Being listed on our website is a very good business decision.

Weekly Announcements: Weekly text announcements are emailed to over 800 subscribers. This is a great way to share information about weekly sales, special promotions and upcoming events.

Bulk Mailing: The Chamber offers its members the use of our bulk-rate postage stamp. With a minimum of 200 pieces, you can save around 50 percent of the regular cost of postage. This program is so valuable that some members have joined the Chamber for this one benefit. Take advantage of this great service.

Membership lists: As a member, you have access to our membership list. Use this list of almost 475 businesses in our area to let them know what you do. It is also a great contact directory for reaching most businesses in our area. For only \$10, we can also provide you with a complete set of mailing labels for your convenience.

Business After Hours: On the second Wednesday of each month from 5 p.m. to 7 p.m., the Chamber holds a networking party at local businesses. We are proud to say that our BAH is one of the most popular functions of its kind in the entire state. Everyone who attends agrees that solid business connections are made. If you are a Chamber member and do not attend, you are not making as much money as you could. Join us for the next Business After Hours and see for yourself.

Community Events: The Chamber is extensively involved in organizing and promoting community events. In addition, the Chamber acts as a clearinghouse for information and assistance for groups to offer events in the area. The calendar of events listed on our website is a testament to the extensive activities that our community offers. The Chamber is constantly looking for new and interesting activities that will support the economic vitality of Salida. Working in cooperation with the Chaffee County Visitors Bureau, the Chamber ensures that the word gets out to our region to help promote interest in Salida. We are considered the number one resource for the promotion of events and activities and, as such, help to bring more business to the area.

SBDC: The Chamber is the biggest supporter of the Small Business Development Center. The program is designed to assist small businesses in the development of business plans, budgets and government-assisted financial programs. Free, one-on-one counseling is available for the asking. The SBDC is also a great resource for existing businesses to research current trends and other opportunities. This service alone is worth twice the price of your Chamber membership.

CCVB: The Chamber Executive Director is a standing board member of the Chaffee County Visitors Bureau. Over the years, this county marketing effort (supported by the 1.9 percent county lodging tax) has produced significant impact upon the number of visitors to the area. In recent months, the CCVB has made tremendous strides in the promotion of Chaffee County. Continued support from the Chamber will ensure that this trend will only increase.

Letters of Support: We are asked several times each month to write letters for various organizations to encourage financial support and/or community involvement. Supporting the community as much as possible is one aspect of the Chamber that is easily overlooked.

Visitor Center: The Chamber maintains and staffs the visitor center. Open year-round, this facility offers brochure and business card racks for our members. We also maintain a large outdoor community bulletin board for the purpose of posting information about upcoming community events and activities. We answer phone calls and emails on a continual basis for both guests and locals alike. The Chamber is THE information source for Salida. Each and every day, several times a day, we refer folks to our member businesses.

Your Business Video: Gold Strike Communications will do a video interview with all new members of the Salida Chamber of Commerce. This interview will be offered on the first Tuesday of each month at 10AM, starting March 2nd, 2015. There will be four spots featured per month. Each interview will last from 10-12 minutes each. Participants will be asked to talk about their business. Props, photos and video clips are encouraged. Video clips must be cleared by Gold Strike Communications. The interviews will take place at the Gold Strike Communications studio, located at 520 W 7th Street, Salida, Colorado. Video interviews will be professionally filmed on a set, at the studio. These interviews will be uploaded and the business will have open access to the video session. The interviews will also be aired on GoldStrike.TV, the Arkansas Valley's new media outlet. The video interviews will cost nothing and be viewed as a benefit of joining the Salida Chamber of Commerce, and will also be featured on the Chamber website at www.salidachamber.org. The name of the show will be called "Valley View".

The Chamber of Commerce is an integral part of Salida. It is established for the greater good of the community, but is member supported. Every business in this community benefits directly and indirectly from the efforts of the Chamber. With that said, "You get out of the Chamber what you put into it." We do not know your specific needs, but if you contact us, we can help you with anything you may need.