



## 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, Heart of the Rockies Radio Group covers the ribbon cutting presentation and the ceremony will be featured the following week on their radio stations. Our best estimate is that each new business receives approximately \$700 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 business for the month and provides readers with important information about the community and activities.

**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 2,400 subscribers. This is a great way to share information about weekly sales, special promotions and upcoming events.

**Digital Marquee:** We allow 4 chamber members/businesses per week to reserve a slide for a message on our digital marquee in front of our office on Highway 50. This offers substantial visibility to people passing by.

**Videos:** The Chamber has a repertoire of videos which you may use/host with your business logo.

**Photos:** Your business may use photos we have on file for your marketing purposes.

**Membership Lists:** As a member, you have access to our membership list. Use this list of over 500 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 a small fee, our friends at Chaffee Printing Center can also provide you with a complete set of mailing labels for your convenience. As well we can send you an electronic copy at no cost.

***\*\*Disclaimer: Heart of the Rockies Chamber of Commerce/Salida Chamber of Commerce does not share members' email addresses with the public or upon request from any individuals or businesses. If provided, a member's business email address may be posted on the Chamber's website under the description of the business. However, lists of all members' email addresses will not be provided to mass marketers or any other individuals or businesses.***

**Business After Hours:** The Chamber holds a 2 hour networking opportunity at local businesses. It is \$10 at the door and includes food and beverages. Everyone who attends agrees that solid business connections are made. 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. In 2023, we started a public networking event at the Salida Community Center every 3<sup>rd</sup> Thursday from 8:30-9:30am. 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.

**The Heart of the Rockies Chamber of Commerce 401(k) Program:** This is a new cost-effective 401(k) solution partnership with Lincoln Financial Group. Here's what you'll experience with The Heart of the Rockies Chamber of Commerce 401(k) program:

- Access to potential pricing and service efficiencies - economies of scale
- Less administrative work, as you hand off many of the responsibilities that come with running a 401(k), including filing Form 5500 and employee loans
- Relief from many fiduciary obligations, while maintaining your current plan design - or changing to a plan design that works for you.

**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. The CCVB has continued to make significant strides in the marketing arena with the State, being awarded numerous prestigious awards for its outstanding work. Continued support from the Chamber will ensure 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 have an electronic marquee in front of our building on Highway 50 to post special messages for our Chamber members. 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.

**REACH Air Membership:** Chamber members may purchase AirMedCare Network Membership for the special price of \$79 per year for your entire household. 3-Year Membership = \$199; 5-Year Membership = \$299; 10-Year Membership = \$589. Emergencies can strike at any time - at home, at work, at play, or on the road. Protect yourself, your family and your finances by joining our membership to have no out of pocket expense if flown by our local REACH Air Medical or any of our other providers nationwide. For information or to join, go to [www.amcnrep.com/cara-reano](http://www.amcnrep.com/cara-reano) and enter Coupon Code 10778-CO-BUS, or call Cara Reano @ 719-239-0578.

**Join online @ [www.AMCNRep.com/Cara-Reano](http://www.AMCNRep.com/Cara-Reano)**

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.