



1226 Lake Street  
Algoma, WI 54201

September 27, 2021

Dear Chamber Member,

On behalf of the Algoma Area Chamber of Commerce, we look forward to continuing our services for you as a member. Your investment in the chamber supports our mission “to promote business prosperity, tourism, services, and advocacy for the Algoma community and our members”.

As we continue to deal with the current pandemic, the chamber plans to continue to be your resource in a variety of ways in ensuring a viable and fruitful business environment. Please be assured that your membership will continue to be a sound and wise investment for your company.

Feel free to contact me at any time if you have questions, or we can be of further assistance.

Yours in business,

Ken

Ken Weinaug  
Executive Director,  
Algoma Area Chamber of Commerce

*To promote business prosperity, tourism, and community involvement by providing information, services and advocacy for the Algoma Community and our members.*



TO PROMOTE BUSINESS PROSPERITY, TOURISM, AND  
COMMUNITY INVOLVEMENT BY PROVIDING INFORMATION,  
SERVICES AND ADVOCACY FOR THE ALGOMA AREA  
COMMUNITY AND OUR MEMBERS.

The Algoma Area Chamber of Commerce is a not-for-profit organization owned and operated by its members. As the number one advocate for Algoma business, we work every day to create the best economy and quality of life for all citizens of the Algoma Area. By joining the chamber, your membership dollars support this important work.

## Membership Benefits

- **The County's Largest Business Network**  
Membership includes you in the region's largest business network and brings opportunities to develop strategic relationships.
- **Online Membership Directory Listing**  
List and link your website in our online directory at [visitalgomawi.com](http://visitalgomawi.com), which had over 8 million page hits in 2020.
- **Weekly Happenings**  
Your weekly events for the coming week are posted on Facebook and shared with our visitors and individuals who inquire about events and activities in and around Algoma.
- **Algoma Area Visitor Guide – *The Friendly Algoma***  
Your membership automatically includes a line listing and alphabetical listing in over 20,000 copies distributed across the state and locally. Includes option to upgrade and include your personalized ad in the guidebook.
- **Visitor Center Representation**  
Your brochure takes center stage on our beautiful wall display in the Visitor Center.
- **Ribbon Cuttings**  
Celebrating a new business, remodel, or expansion? Our ribbon cuttings often attract media and new customers.
- **Chamber Bucks Gift Certificate Program**  
Annually, the Chamber has issued over \$50,000 in Chamber Bucks. These dollars stay in our community and directly benefit our Chamber Member Businesses. You simply accept the check and deposit at your own bank to create immediate cash flow.
- **Chamber Sponsored Events**  
Shanty Days Celebration, Soar on the Shore, Small Business Saturday, Concerts in the Park, Farmer's Market, and the Kewaunee County Holiday Stroll are just a few of the events that bring visitors and customers to the Algoma Area.
- **Member News**  
Promote your new hires, awards, new product offerings, and job opportunities with other members and our social media audience.
- **Workforce Development and Hiring Opportunities**  
Be alerted to training and education opportunities for you and your employees. We can advertise your open job postings.
- **Visitor Center Referrals**  
We can refer potential customers by phone, traffic, mail, website and email.
- **Trade Show Representation**  
Enjoy promotion at various fishing and travel shows.
- **Social Media Promotion**  
If you are an active Facebook user, we will share your stories with our large audience. We can provide assistance to learn social media content for posting.
- **Networking Opportunities**  
The Chamber holds an Annual Meeting and the Beacon Awards honoring local businesses. Other networking or informative gatherings are held as needed or requested.
- **Advocacy**  
Your interests will be represented at the city, county, and state government levels. We keep you apprised of other legislation impacting our community.
- **Funding**  
Information on grants, loans, and other sources of funding for your business are routinely relayed to our members via email, newsletter, and social media.



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 920-487-2041  
 www.algomachamber.org

## 2022 Membership Contract

Business Information			
Name			
Address			
City, State, Zip			
Phone	Facebook	Instagram	
Website	YouTube	Twitter	

Additional Applicant Information and Communication Preferences	
Primary Contact	Position
Email	Phone
Secondary Contact	Position
Email	Phone
Preferred and/or Off Season Mailing Address	Check if it is the same as above

Membership Structure					
Business Type	Number	Units	Cost Per Unit	=	Total
Lodging	_____	of rooms	x \$5.00	=	_____ +\$220
Condominium Rental	_____	of rental units	x \$10.00	=	_____ +\$220
Campground	_____	of sites	x \$1.00	=	_____ +\$220
Manufacturer	_____	of employees*	x \$0.65	=	_____ +\$220
Professional (+25)	_____	of employees*	x \$5.00	=	_____ +\$220
Retail	_____	of employees*	x \$5.00	=	_____ +\$220
Restaurant	_____	of employees*	x \$5.00	=	_____ +\$220
Services	_____	of employees*	x \$5.00	=	_____ +\$220
Wholesale/Other	_____	of employees*	x \$5.00	=	_____ +\$220
Agribusiness/Farming	_____	of employees*	x \$5.00	=	_____ +\$220
Charter	_____	of boats (excluding 1 <sup>st</sup> )	x \$25.00	=	_____ +\$220
Bank/Lending	_____	of millions in assets	x \$5.00	=	_____ +\$220
Non-Profit/Church				=	\$125
Retiree (no voting privileges)				=	\$50
Attached Bar/Restaurant				+	\$30
Second Business 25% Discount		2 <sup>nd</sup> Business Name: _____		-	

\*Two part-time employees = one full time employee

**MEMBERSHIP TOTAL:**

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### Algoma Area Chamber of Commerce 2022 Membership Payment Options

	Semi Annual Payment – 50% enclosed plus additional \$25, remaining 50% billed in April 2022	
	Payment in Full	Amount enclosed:

Please email or mail an invoice to:

**Please mail signed application and check made payable to Algoma Area Chamber of Commerce 1226 Lake St. Algoma, WI 54201 by November 15, 2021 to be listed in the Friendly Algoma Visitor Guide.**

I hereby certify that my investment is based on the current dues schedules as approved by the Board of Directors of the Algoma Area Chamber of Commerce. I also agree to adhere to all local, state and federal laws and regulations as well as accepted ethical business standards. Violations of any of the above may constitute grounds for refusal of membership in the Chamber of Commerce as determined by the Board of Directors after due deliberation and hearing. I also understand that this is a promissory note for the amount shown above.

My signature also acknowledges that any images, graphics or other media I provide to the Chamber have proper use permissions or licenses. By sending the chamber member-created media, uploading to event calendar or sharing via Facebook and other social media outlets, I am granting permission to Chamber to use the media. It is my responsibility to inform the Chamber of any use restrictions on that media.

Signed \_\_\_\_\_ Date \_\_\_\_\_



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## 2022 Advertising Options

### Guidebook Advertising 2022

**Business Name:** \_\_\_\_\_

Free Friendly Algoma Guidebook Standards  Line Listing  Category Listing  Dot on Map

#### Guidebook Add-Ons:

<input type="checkbox"/> Outside Back Cover - \$800	<input type="checkbox"/> Inside Front Cover - \$700	<input type="checkbox"/> Inside Front Cover Facing - \$700
<input type="checkbox"/> Inside Back Cover Facing - \$700	<input type="checkbox"/> Inside Back Cover - \$700	<input type="checkbox"/> Full Page (7.0 x 9.875") - \$525
<input type="checkbox"/> Half Page Horizontal (7.0 x 4.8") \$375	<input type="checkbox"/> Half Page Vertical (3.4 x 9.875") \$375	<input type="checkbox"/> Quarter Page (3.4 x 4.8") \$300
<input type="checkbox"/> Eighth Page (3.4 x 2.25") - \$200		

#### Ad Artwork Options

New ad artwork will be submitted  Use 2021 ad  Use 2021 ad with some changes  Create us an ad (additional charges may apply)

All artwork and ads must be sent in acceptable digital format (high resolution vector files) by **November 15** or additional changes may be added. If you need changes made to your ad, please contact the Chamber by **November 1**.

**GUIDEBOOK TOTAL:** \_\_\_\_\_

### Additional Advertising Opportunities 2022

Free Standard Website Listing  Free Display Your Rack Card/Business Card in the Visitor Center

#### Visitor Center Entryway Advertising Add-Ons

**Visitor Center Entryway Rack Card Display (limit 15) - \$40** Add your rack card to the entryway which is accessible from sunup to sundown daily and visible to a wider audience! Maximum size: 5.5" wide.

#### Website Advertising Add-Ons

**Enhanced Website Listing - \$100** Ten additional photos or PDFs and 150 extra words to describe your business. Post your open hours, a menu PDF, photos of your products or business.

**Website Category Listing Ad - \$75** Limit 1 per category, 44 categories available. 1140x100 pixel ad featured prominently when someone searches for a specific category. Example ad: <https://visitalgomawi.com/places/home-improvement/>

**Pet Friendly Lodging Page Ad - \$50** Limit 2. 450x300 pixel ad let's this specific audience know you cater to pets. [algoma.org/pet](https://algoma.org/pet)

**Dining Page Ad - \$100** Limit 2. 450x300 pixel ad. [algoma.org/dining](https://algoma.org/dining)

**Lodging Page Ad - \$200** Limit 2. 450x300 pixel ad. [algoma.org/lodging](https://algoma.org/lodging)

**Pop-up Ad - \$250** Limit 2. Appears on our top 10 pages. Triggered after 5 seconds of scrolling, directs traffic to your website or social media page.

**Seamless Page Integrated Ad - \$400** Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation, or Shopping, pages.

**Events Pages Ad - \$500** Limit 1. Our most popular pages, 450x300 pixel ad appears on the sidebar of each individual event page.

**ADDITIONAL ADVERTISING TOTAL:** \_\_\_\_\_ **ADVERTISING GRAND TOTAL:** \_\_\_\_\_  
 See ad sample sheet for additional information.

Please mail this form and check made payable to Algoma Area Chamber of Commerce 1226 Lake St. Algoma, WI 54201 by **November 15, 2021 in order for your ad to appear in the 2022 Friendly Algoma Visitor Guide**. Website advertisements are on a first come, first-served basis and can be added at any time.

Signed \_\_\_\_\_ Date \_\_\_\_\_

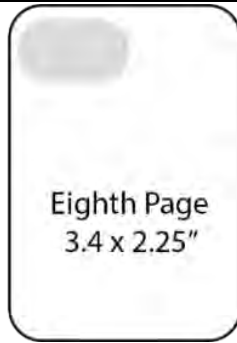


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# 2022 Advertising Option Samples

## Advertising Samples

**Guidebook Ad Sizes** Guidebook ads are due November 15, 2021



## Website Ad Samples

**Enhanced Website Listing - \$100** Ten additional photos or PDFs and 150 extra words to describe your business. Post your open hours, a menu PDF, photos of your products or business.

AHNAPEE BREWERY, ALGOMA



Member Category: Dining, Nightlife, Pet Friendly Businesses, Specialty Shopping, and Wine, Beer, & Spirits

Member Tags: brewery

Profile Photos Map Related Listing Events

A throwback to the historical 1800's Ahnapee Brewery, Ahnapee Brewing first opened its doors in 1868 in the city of Ahnapee, now named Algoma as a premier producer of Wisconsin craft beers.

Beers were produced under the supervision of the head brewmaster, Henry Schmilg. Schmilg's Ahnapee Lager was known far and wide for its Wisconsin-made quality. Hops blight put the original brewery out of business in 1886.

A new chapter in the brewery's history began in summer of 2013. Fueled by the dreams of the owner and Head Brewer, Nick Calaway, Ahnapee Brewery is picking up where Henry left off.

This time Wisconsin craft beers are produced in small batches, and feature full-flavored beer with aging potential to be served for limited hours in a tap room two doors down from von Stehl winery at 105 Navarino Street. Pints, half pints and flights available for purchase. 6 packs, 4 packs, howlers and growlers are available for to-go purchase.

Leashed and well-mannered pets are welcome in the outdoor seating areas.

Beer Menu | Food Menu

**Winter Hours**

Monday - Thursday 12 - 7 p.m.

Friday-Saturday 12 - 10 p.m.

Sunday 12 - 6 p.m.

**Website Category Listing Ad - \$75** Limit 1 per category, 44 categories available. 1140x100 pixel ad featured prominently when someone searches for a specific category.

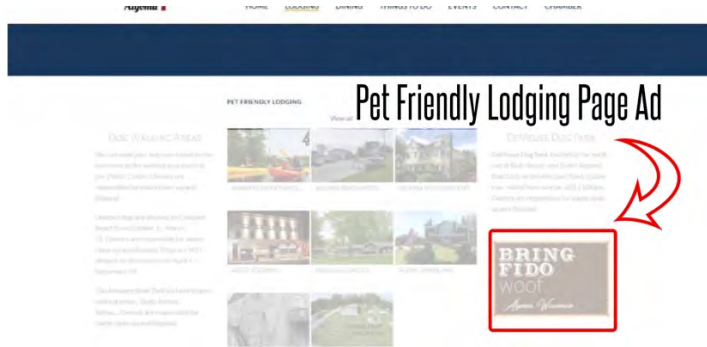


Housing, Home Improvement, & Construction in Algoma, WI. Check out our Algoma Chamber members for all of your Housing, Home Improvement, & Construction needs.

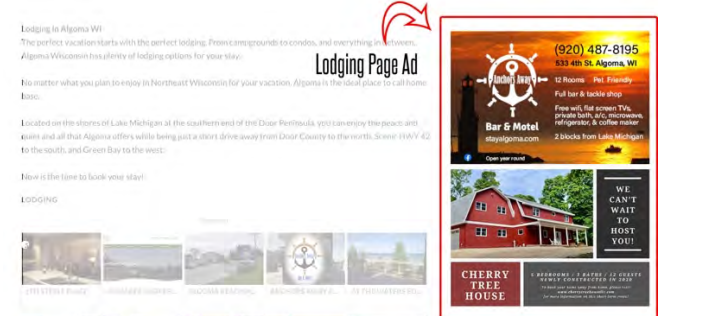
Category Page Ad



**Pet Friendly Lodging Page Ad - \$50** Limit 2. Your 450x300 pixel ad let's this specific audience know you cater to pets. [algoma.org/pet](http://algoma.org/pet)

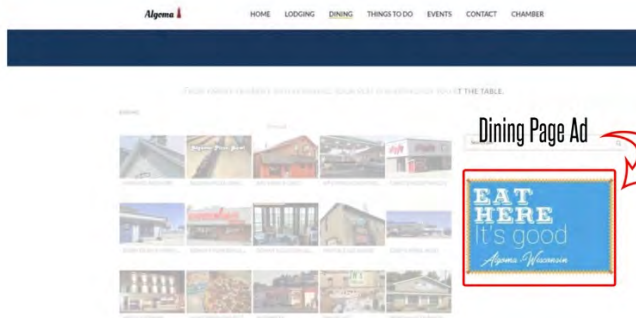


**Lodging Page Ad - \$200** Limit 2. 450x300 pixel ad. Let your lodging option be front and center for our Algoma visitors! [algoma.org/lodging](http://algoma.org/lodging)





**Dining Page Ad - \$100** Limit 2. 450x300 pixel ad. Everyone needs to eat so put yourself in front of our captivated audience! [algoma.org/dining](http://algoma.org/dining)



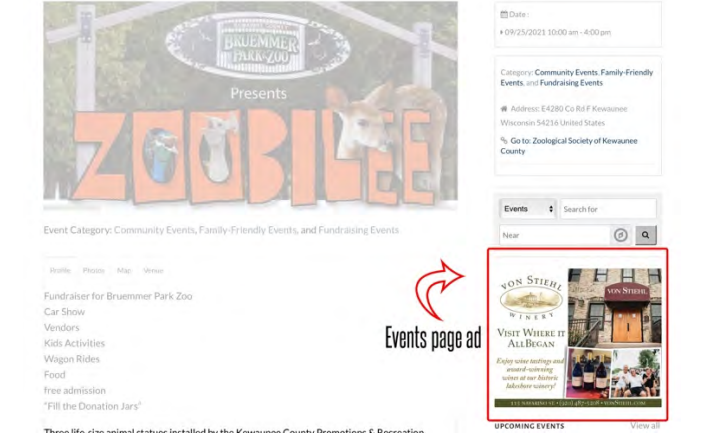
**Seamless Page Integrated Ad - \$400** Seamlessly integrate your business into the Fishing, Attractions, Art & Culture, Crescent Beach, Recreation, or Shopping, pages. No one will even know it is an ad!



**Pop-up Ad - \$250** Limit 2. Appears on our top 10 pages. Triggered after 5 seconds of scrolling, directs traffic to your website or social media page.



**Events Pages Ad - \$500** Limit 1. Our most popular pages, 450x300 pixel ad appears on the sidebar of each individual event page.



Website page category listings are on a first-come, first-served basis. You can provide your own ad graphic or have the Chamber design something for you (additional fees may apply). Website advertising options can be added at anytime.