

## Where You Will Find Value in Your Chamber Membership

### ✓ **The Friendly Algoma Visitor Guide – print and digital format**

In 2024, nearly 15,000 copies of the guidebook were distributed locally, at visitor centers across the state, nationally upon request, and to cruise ship passengers. It is available 24/7 on the Chamber's website.

- Category directory listing
- Major member events listing
- Location dot on map
- Members-only option to purchase ad space

### ✓ **Visitor Center Representation and Referrals**

- Display your rack or business card, brochure, or menu on the interior rack wall
- Benefit from referrals by volunteers and staff
- Map pad listing and location dot for retail, lodging, & dining members
- Members-only option to purchase premium spot on entryway rack wall
- Members-only option to purchase ad space on the entryway digital monitor (Yodeck)

### ✓ **Online Directory on VisitAlgomaWI.com & Travel Wisconsin**

- Your own directory page on Algoma.org including description, image, and website and social media links
- Chamber updates listings for members on TravelWisconsin.com

### ✓ **Social Media and Event Promotion**

- For active members on Facebook, the Chamber shares stories, news, jobs, events etc. across its network of pages
- Weekly events list Facebook post updated every Sunday evening and available in print at the Visitor Center
- Your Facebook events are posted on Chamber's Facebook page.
- Full events listings on the Chamber's website calendar
- Opportunity to display an event poster on the entryway bulletin board
- Chamber submits your events to TravelWisconsin.com and various news outlets

### ✓ **Exclusive Member Newsletter**

- Members receive exclusive updates emailed almost weekly directly from the Chamber including member news, tourism updates, business resources, funding sources, and more.

### ✓ **Trade Show Representation**

- Enjoy exposure at fishing and travel shows with the distribution of the Friendly Algoma.

### ✓ **Chamber Checks Gift Certificate Program**

- Over \$15,500 in Chamber Checks were sold in the past 12 months, keeping dollars in the community. You simply accept the check and deposit it at your bank.

### ✓ **Chamber Coordinated Events**

- Shanty Days, Soar on the Shore, Small Business Saturday, Concerts in the Park, Cruise Ship Days, and the Kewaunee County Holiday Stroll bring visitors and potential customers to the area.

### ✓ **Member Sponsorship Opportunities:** Event sponsorship shows goodwill and supports the community

- Opportunities for all members to sponsor events at varying levels that include recognition of support.

### ✓ **Ribbon Cuttings**

- Celebrate a new business, remodel, or expansion with a Chamber ribbon-cutting ceremony, often attracting the media and new customers!

### ✓ **Networking Opportunities**

- Networking events include the Beacon Awards and the Chamber's Annual Meeting.

### ✓ **Advocacy**

- When possible, representation of your interests at the city, county, and state government levels.

### ✓ **Inclusion in Kewaunee County's Largest Business Network**

- Be part of the region's largest business network and take advantage of opportunities to develop strategic relationships.