



Green Lake Area Chamber of Commerce Membership

2019-2020

Thank you for your interest in the Green Lake Area Chamber of Commerce! In order to become a member or renew your membership for the next year, it is imperative you fill out this Green Lake Area Chamber of Commerce membership form to make sure your information is up-to-date and without errors. Without a completed form, we cannot guarantee that your information will be accurate in our publications or our records. Thank you in advance for helping us help you!

PLEASE RETURN THIS FORM WITH PAYMENT

Business Name: _____ Year Established: _____

Contact Person: _____

Mailing Address _____ City _____ State _____ Zip _____

Physical Address _____ City _____ State _____ Zip _____

Phone: _____ Fax: _____

Email: _____ Website: _____

Description of Services:

- Our business is interested in receiving information about volunteering at Green Lake Area Chamber of Commerce community events (Concerts in the Park, 4th of July, Harvest Fest, etc.)
- Our business is interested in receiving information about joining a Green Lake Area Chamber of Commerce committee: Marketing, Finance, Employment, Maintenance
- Our business is interested in hosting a networking event for Green Lake Area Chamber of Commerce members.
- Our business would like to opt-out of the Green Lake Area Chamber of Commerce gift certificate program

Business Category: One category is included in your full membership. Please contact the Green Lake Area Chamber of Commerce if you wish to be included in more than one category.

Accommodations

- Resort, Motel, & Conference Center
- Bed and Breakfast
- Cottage, Cabin, Lodges, and Private Home Rentals
- Campground

Attraction

- Attraction

Shopping

- Shopping

Dining

- Casual
- Fine Dining
- Coffee Shop
- Catering
- Ice Cream

Outdoor & Lake Services

- Boat Sales and Service
- Piers/Lifts and Boat Slips
- Property Management
- Recreational Rentals

Professional Services

- Cleaning
- Contractors
- Financial
- Funeral Home
- Health and Beauty
- Health Care
- Insurance
- Handy Man Service
- Pet Boarding
- Professional Service
- Publishing
- Real Estate

Sports & Recreation

- Sporting Goods
- Golf
- Fishing
- Recreational Rentals

Service Organizations

- Service Organization
- Supporting Member
- Local Government

Other

METHOD OF PAYMENT

Check—Please make checks payable to the Green Lake Area Chamber of Commerce. If choosing to send in the mail, please send to **PO Box 337, Green Lake, WI 54941**

Credit Card

- Visa Mastercard

Card Number: _____

Name as it appears on the card: _____

Expiration Date (mm/yy): _____ CCV: _____

Card Billing Address:

Green Lake Area Chamber of Commerce Member Event Promotion Guide and Timeline

As a service to our members, the Green Lake Area Chamber of Commerce offers a few different opportunities for event promotion. In an effort to be concise and most helpful to our members, this guide will give you the most up-to-date information about effective ways to reach out to the Chamber to ensure we can publicize your information.

As soon as you decide you're hosting an event:

- Log onto www.visitgreenlake.com with the user name and password provided to you by the Green Lake Area Chamber of Commerce and add your events to our website calendar. If you are having problems or have not gotten your username or password, please reach out to info@visitgreenlake.com and our staff will assist.
- To reserve the sign outside of our office, please call us at (920) 294-3231 or email us at info@visitgreenlake.com

“This Week in Green Lake” Event Newsletter:

- The Green Lake Area Chamber of Commerce sends out a weekly event newsletter every Monday/Tuesday for the following week from May-September and bi-weekly through the months of October into April.
- In order to balance the newsletter's effectiveness for the reader with membership satisfaction, each one has six spots.
- Our website calendar is used to develop the content for the newsletter, so please keep your events updated.
- Chamber staff choose 6 events to promote weekly according to the Chamber Advertising Priority List below.

Chamber Advertising Priority List:

When the Green Lake Area Chamber of Commerce has too many events to choose from for promotion and not enough space to promote all of the events (in a newsletter, advertising, or for our outside sign), the following priority list will be used to determine which events are chosen for promotion. The following list is approved by the Board of Directors and is listed in descending order:

- Chamber-sponsored events
- Chamber member events that benefit more than one party
- Chamber member events that are of particular interest to visitors
- Chamber member one-time events
- Chamber member reoccurring events
- Non-chamber member community events

We want our advertising to help our members, inform our visitors, and provide information to locals. We hope our members appreciate our attempt at fairness when undertaking our marketing plan. That being said, the Chamber staff and Marketing Committee reserve the right to determine Chamber advertising content and to make final decisions regarding event promotion in their materials.

Chamber Visitor Guide and Advertising:

- The Visitor Guide and Chamber Advertising is designed to attract regional visitors, which contribute 52¢ of every dollar to the economy in the City of Green Lake.
- Marketing priorities and content are determined by the Chamber Marketing Committee.
- Members are welcome to volunteer their time to participate on committees, or submit suggestions for consideration.

Suggested Timeline for Chamber Event Marketing:

- October 1, 2019—Deadline for Green Lake Visitors Guide
- January 2020—Outside sign reservations for the year
- March 2020—“Rack” card deadline and summer event marketing deadline

As always, we want to be a resource for our member. If there's anything additional we can do to assist you, or you want to promote your event beyond the above deadlines, we are happy to assist you in any way we can. We have provided this to you to be a resource for best practices to ensure our members are best aware of how they can work with us to effectively promote their events.

2019 Green Lake Area Chamber of Commerce Return on Investment and Marketing Strategy

Thank you for your interest in being a member of the Green Lake Area Chamber of Commerce. We are overjoyed at your enthusiasm and cannot wait for you to join our organization! We are a committed team of local residents and business owners that work to support Green Lake's economic growth by promoting our area and organizing events that highlight what makes Green Lake so great. Outlined below is a bit more information about our marketing strategy, and your business' return on investment.

Credibility | Demonstrate your commitment to the Green Lake area community and increase your business' positive image as membership with our Chamber directly infers that your business is credible.

Business Listing | By joining the Green Lake Area Chamber of Commerce, you are entitled to post your business information on our website and in our yearly visitor's guide, which has a distribution of 30,000 printed copies and a digital copy available online with over 12,000 impressions.

Promotion and Referrals | Over 13,000 people interact with the Green Lake Area Chamber of Commerce yearly, and by choosing to be a member we are able to refer these people to your business. Each member is entitled to have their promotional literature in our office to be distributed to visitors upon request. Additionally, you will have the chance to promote your business' events and services via our website, event newsletter, or via our social media accounts.

Green Lake Area of Chamber Commerce Marketing | The Green Lake Area Chamber of Commerce Marketing Committee executes a marketing plan valued at \$50,000+ for this year, which targets a wide variety of avenues to promote the Green Lake Area as a premier destination.

How does tourism impact our local economy?

Vendors spend money on recreation, food and dining, summer home maintenance, and attractions, which then flows to food wholesalers, farmers, utilities, marketing, publishing, and service industry businesses, supporting 758 employees whose spending also boosts the local economy!

Why is marketing to visitors important to the Green Lake Area Chamber of Commerce?

- 52¢ of every dollar spent in the City of Green Lake, Wisconsin is spent by a regional visitor.
- Visitors spent \$42.8 million dollars in Green Lake in 2018 vs. \$39.3 million dollars in 2017.
- State and local government received \$5.9 million dollars in taxes from Green Lake County Tourism.

Highlights from 2018's Market Plan include:

- Advertising in 10 different print publications targeting regional travelers in Wisconsin and surrounding states.
- Out of home Billboard located in Fond du Lac estimated 158,000 impressions weekly.
- Digital Advertising throughout the entire year with a variety of publications.
- Printed 5,000 event calendars and posters for local events.
- A weekly event newsletter sent to over 3,450+ people with an open rate of 25% more than what is the average for the industry.
- Our online-storefront (website) had 57,111 unique visitors in 2018. Over 159,000+ page views which include calendar, festivals, attractions & lodging as the top high pages.
- Our largest audience on social media is our Facebook Page. Over 6,000+ and growing followers.
- Other social media accounts include: Instagram (1,300+ followers), Twitter (800 followers), and a YouTube channel.



Green Lake Area Chamber of Commerce Membership Dues Schedule 2019-2020

RETAIL RESTAURANT AND PROFESSIONAL BUSINESSES—Employee and Licensed Associates

1-8	Employees	\$240
9-22	Employees	\$360
23-50	Employees	\$470
51-75	Employees	\$600
76+	Employees	\$725

HOTELS, MOTELS, B&B, CABINS, COTTAGES—Accommodations

1-3	Bedrooms	\$215
4-8	Bedrooms	\$325
9-15	Bedrooms	\$450
16-22	Bedrooms	\$580
23-33	Bedrooms	\$715
34-50	Bedrooms	\$870
51-75	Bedrooms	\$1,150
76+	Bedrooms	\$1,200

If located outside of the Town of Brooklyn, or the City of Green Lake, please add an additional \$20 per room onto your dues.

CAMPGROUNDS—Campsites

\$3 per campsite

120 site maximum. An additional 50¢ per site, if located outside the City of Green Lake or the Town of Brooklyn

ADDITIONAL LISTING: \$100 in addition to Full Membership

Receive an additional listing on the Chamber website and in the Visitors Guide.

EITHER: Your primary business listed in an additional directory category to increase your exposure.

OR: And additional business name listing. (Business must be directly related)

PLEASE NOTE: A separate business located at a separate address would be considered an additional Basic Membership, not an additional listing.

ASSOCIATE MEMBERSHIP—Dues: \$125

Associate membership shows support of the organization and is available only to non-profit groups, clubs, and/or organizations.

Associate members receive the chamber mailings and may participate in Chamber activities, but cannot cast votes.

SUPPORTING MEMBERSHIP—Dues: \$100

Supporting Members are private individuals which are not promoting a business venture. Supporting members receive the chamber mailings and may participate in Chamber activities, but cannot cast votes.

PAYMENT TERMS

- Annual membership year is through August 31, 2019
- Installment payments are welcome, however, dues must be paid in full within 90 days of sign-up or member will be removed from the Chamber.
- Full payment must be received before Visitor Guide publication to include your business listing.
- Dues will be pro-rated upon renewal of a second year's membership.