



Green Lake Area Chamber of Commerce 2021 Membership

Thank you for your interest in supporting the Green Lake Area Chamber of Commerce!

Please complete the information below for our marketing efforts. Membership is approved every second Wednesday of the month. The annual membership year is from September 1st through August 31st. If you are applying mid-year, membership dues are pro-rated. Full payment must be received before the Official Green Lake Visitor Guide is finalized to be included in that publication (October 12, 2020).

Please return this form along with payment based on your membership level payable to: GLACC, PO Box 337, Green Lake, WI 54941

Thank you in advance for helping us, help you!

OFFICE USE:
<input type="checkbox"/> QuickBooks
<input type="checkbox"/> Website
<input type="checkbox"/> Decal
<input type="checkbox"/> Constant Contact
<input type="checkbox"/> Gift Certificate
<input type="checkbox"/> Square
DATE: _____

Membership Contact Information

Business Name (website listing): _____

Primary Contact: _____ Email: _____

Phone (to publish): ____ / ____ / ____ Mobile: ____ / ____ / ____ Website (to publish): _____

Mailing Address: _____ City: _____ St: ____ Zip: _____

Physical Address: _____ City: _____ St: ____ Zip: _____

Bill To Address: _____ City: _____ St: ____ Zip: _____

Billing Contact: _____ Email: _____

Other Contact(s) to be added for Chamber communications; Chamber e-Newsletter, annual events, networking opportunities, etc.:

Name: _____ Email: _____

Name: _____ Email: _____

Name: _____ Email: _____

Description of Services (to be placed on www.visitgreenlake.com):

GLACC issues Chamber Gift Certificates throughout the year. These certificates can be redeemed at participating Chamber Member businesses and are treated as cash. Please check below if you are interested in being listed on this program:

Yes, our business would like to participate in the Green Lake Area Chamber of Commerce gift certificate program.

Business Category: One category is included in your full membership for the directory. 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#: _____ **Amount:** \$ _____

Please make checks payable to the Green Lake Area Chamber of Commerce

Credit Card

Visa Mastercard

Card Number: _____ Amount: \$ _____

Name as it appears on the card: _____

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

Billing Address: _____ City: _____ St: _____ Zip: _____

Please Mail to: GLACC, PO Box 337, Green Lake, WI 54941
 Call 920-294-3231, or email lisa@visitgreenlake.com, if any questions

THANK YOU!

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. 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/calendar and click the “post your event” button to add your events to our website calendar. If you are having problems, please reach out to info@visitgreenlake.com and we will assist you.
- To reserve the outdoor sign at the chamber to promote your event, please call us at (920) 294-3231 or email us at info@visitgreenlake.com.

“Visit Green Lake” Newsletter for Incoming/Interested Visitors:

- The Green Lake Area Chamber of Commerce sends out a monthly/bi-monthly newsletter throughout the year.
- In order to balance the newsletter's effectiveness for the reader with membership satisfaction, each email includes a generic “calendar” call out, that will link them to the online calendar.
- Our website calendar is used to help develop the content for the newsletter, so please keep your events updated.
- Chamber staff may choose larger-scaled events to promote 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. 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 12, 2020—Deadline for Green Lake Visitors Guide
- January 2021—Outside sign reservations for the year
- March 2021—“Rack” card deadline and summer event marketing deadline

As always, we want to be a resource for our member. If there is anything additional that we can do to assist you, 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 local events.

2020-21 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 be a valuable part to this organization! We are a committed team of 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 your local 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 20,000 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 can 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, visitor's 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 \$26,000+ 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 \$58.8 million dollars in Green Lake County in 2019 vs. \$42.8 million dollars in 2018.
- State and local government received \$5.9 million dollars in taxes from Green Lake County Tourism.

Highlights from 2019'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 5,500+ people with an open rate of 21%, average for the industry is 13%.
- Our website had 46K+ unique visitors in 2019, and over 150K+ page views which include calendar, festivals, attractions & lodging as the top high pages.
- Our largest audience on social media is our Facebook Page. Over 6,700+ and growing followers.
- Other social media accounts include Instagram (1.9K followers), Twitter, and a YouTube channel.



Green Lake Area Chamber of Commerce Membership Dues Schedule 2020-2021

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

\$4 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 September 1 through August 31
- 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.