



Green Lake Area Chamber of Commerce 2023 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 *September 1 through August 31*. If you are applying mid-year, membership dues will be pro-rated. Full payment must be received before the Official Green Lake Destination Guide is finalized to be included in that publication (November 1, 2022).

Please return this form along with payment based on your membership level payable to: GLACC, PO Box 337, Green Lake, WI 54941 **or** apply online at <https://business.visitgreenlake.com/application>

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

Membership Contact Information

Business Name (for 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: _____

REQUIRED - Please provide a short description of your business to be placed on the website:

GIFT CERTIFICATE PROGRAM: GLACC issues Chamber Gift Certificates throughout the year. These certificates can be redeemed at participating Chamber Member businesses and are treated as cash. You will be automatically enrolled on this program unless you mark "no" below.

No thank you.

BUSINESS CATEGORY: Up to two categories are included in your membership for the online directory and Destination Guide (print). If you wish to be included in more than two, an additional fee is required - see Additional Business section below).

Accommodations

- Resort, Motel, & Conference Center
- Bed and Breakfast
- Cabins, Cottages, and Private Home Rentals
- Campground
- Apartments & Long Term

Advertising & Media

- Advertising & Marketing Services
- Radio
- Print & Design

Attractions & Things to Do

- Arts
- Culture & Entertainment
- Boat Tours
- Bowling
- Brewery, Winery, & Distillery
- Golf
- Spa

Restaurant, Food & Beverage

- Bars & Tavern
- Café

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

Outdoor & Lake Services

- Boat Sales and Service
- Piers/Lifts and Boat Slips
- Recreational Rentals
- Attraction

Professional Services

- Contractors
- Business Services (computer, accounting, Financial)
- Funeral Home
- Health and Wellness
- Household Services
- Healthcare
- Insurance
- Landscaping/Nursery
- Pet Boarding/Grooming
- Real Estate

Sports & Recreation

- Bait Shop
- Boat Sales & Service
- Marian
- Fishing
- Recreational Rentals

Shopping (ex; clothing, antiques, grocery, sporting goods, gifts/specialty, gas)

Service Organizations

- Service Organization
- Supporting Member
- Government & Education

Other

METHOD OF PAYMENT

Check#: _____ **Amount:** \$ _____

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

Credit Card

Visa Mastercard Pay Online: <https://business.visitgreenlake.com/application>

Card Number: _____ Amount: \$ _____ Date: ____/____/____

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
 Questions? Please call 920-294-3231, or email lisa@visitgreenlake.com
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 in to the info hub (Chamber will provide you with a login link) and click on the "Event" tab on the far-left bar and click on "Add New Event", located at the very top right. Please make sure that you select the community calendar for it to publish, as well as add photos to enhance your listing. The Chamber will be notified & approve your message within a 24-hour period. If you have issues, please contact our office.
- To reserve the Chamber outdoor sign to promote your event, please email your events to allison@visitgreenlake.com.

Post Job Openings

- Looking to recruit new employees? Log in to the info hub (Chamber will provide you with a login link) and click on the "Employment" tab on the far-left bar and click on "Add" on the far-right side. The Chamber will be notified and approve your message within a 24-hour period. If you have issues, please reach out to info@visitgreenlake.com.

"Visit Green Lake" e-Newsletter for Visitors:

- The Green Lake Area Chamber of Commerce sends out a monthly member newsletter, along with a weekly visitor e-Newsletter with all the area events happening throughout the week.
- 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 the outdoor 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 are of particular interest to visitors
- Chamber member events that benefit more than one party ~ Chamber member one-time events
- Chamber member re-occurring 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 Destination Guide and Advertising:

- The Green Lake Destination 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:

- November 1—Deadline for business listing & advertising opportunity in the Green Lake Official Destination Guide.
- January—Outdoor sign reservations for the year.
- February – Final request for all events to be received for marketing efforts (print). The website calendar is used to help develop content for the weekly e-Newsletter, so please keep your events updated.
- March— Rack card request for display in the Chamber office & distribution of Destination Guides to area businesses.

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 do so in any way we can. We have provided this to you to be a resource and to ensure our members are best aware of how they can work with us to effectively promote local events.

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

Thank you for your interest in becoming 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 | By joining the GLACC, you are demonstrating your commitment to the Green Lake area community which will increase your business' presence and infer your business credibility.

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 Destination Guide, which has a distribution of 20,000 printed copies and a digital copy available online with over 12,000 impressions.

Promotion and Referrals | Thousands of 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 Chamber of Commerce Marketing | The Green Lake Area Chamber of Commerce Marketing Committee executes a marketing plan valued at \$80,000+ 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, lodging, dining out, gas, summer home maintenance, attractions, and much more! This economic impact of tourism spending flows into our 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 \$44.1 million dollars in Green Lake County in 2020 vs. \$58.8 million dollars in 2019. However, the collection of room tax dollars for the City of Green Lake and the Town of Brooklyn rose 73%, therefore, providing proof that tourism was on the uprise in the Green Lake area during the year of a pandemic.
- State and local government received \$3.7 million dollars in taxes from Green Lake County Tourism.

Highlights from 2021's Market Plan include:

- Advertising in print publications targeting regional travelers in Wisconsin and surrounding states, focusing on Madison, Milwaukee, and Chicago.
- New video acquisition for seasonal promotion and photo library for marketing assets
- Three-month digital geofencing campaign targeting Green Lake and our local golf courses with 250,000 impressions and an open rate of 18%.
- Digital Advertising throughout the entire year with a variety of publications.
- Printed and distributed over 5,000 event calendars and posters that promoted all Green Lake area events and festivals.
- Weekly event e-Newsletter went out to over 7,400+ people with an open rate of 21%, average for the industry is 13%.
- Website had 58K+ unique visitors in 2021, and over 175K+ page views which include calendar, festivals, attractions, & lodging as a few of the top hit pages.
- Our largest audience on social media is our Facebook Page with over 7,551 followers.
- Other social media accounts include Instagram with over 2,302 followers, Twitter, and a YouTube channel.



Green Lake Area Chamber of Commerce Membership Dues Schedule 2023

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

Employee = Based on the number of full-time equivalent employees.

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: Dues \$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 BUSINESS MEMBERSHIP: Dues are 50% off the second business.

This membership is available if the additional business **is located in** or related to the primary business and **must be owned and operated by the same entity**. The business that employs the most will pay at the higher rate based on the number of employees and half off (50%) for each additional business that they are directly related to.

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.

ADDITIONAL LISTING: Dues \$100

General membership provides you up to two categories to be listed in on the website, however, for the Destination Guide, you are only allowed one primary category (due to spacing). If you wish to have an additional listing, this fee will allow you to have a second category in the Destination Guide directory.

Example: A landscaping company whose primary business is listed under landscaping but also wants to be listed under the shopping category.

PAYMENT TERMS

- Annual membership year is September 1 – August 31, dues will be pro-rated if entering mid-term.
- 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 directory membership listing.
- Full payment must be received prior to January 1 in order to be published in the Destination Guide and website.