

Membership Investment Schedule

Business Memberships

1 - 5 employees - \$257 (base rate)	31 - 40 employees - \$515	71 - 80 employees - \$772
6 - 10 employees - \$322	41 - 50 employees - \$580	81 - 90 employees - \$836
11 - 20 employees - \$386	51 - 60 employees - \$641	91 - 100 employees - \$900
21 - 30 employees - \$451	61 - 70 employees - \$708	101 employees and over - \$937 plus \$5 per employee

Professional Memberships - \$257 plus \$96 for each additional professional **Professional Sales Associate** - \$96 if company is a member, \$128 if company is not a member

Additional Locations - (same owner, same category) \$30 **Ambassadors** - (Retirees, or persons who do not represent a business) - \$67

Non profit organizations (Churches, Civic Clubs and Fraternal Orders) - \$95 **Educational Institutions** - \$594

Motels, Hotels, Apartment Complex, Condos, Mobile Home & RV Parks, Assisted Living - \$257 (includes 10 units/rooms/beds/lots) plus \$1.50 per unit over 10

Financial Institutions - \$26 per million in assets in Chamber Service Area with a minimum of \$688

Golf Course – 9 hole - \$257, 18 hole - \$451

Malls - Base rate based on number of employees in mall office plus \$5 per tenant space

Membership Application

Team Member / Volunteer : _____

Name of business: _____

Business email address: _____ Website: _____

Telephone: _____ Toll-free: _____ Fax: _____

Contact Person: _____ Title: _____

Voting Representative (typically owner/company's decision maker who can sign contracts, write checks, etc.): _____

Contact email address: _____ Cell Phone: _____

Category: _____ Is it a home-based business ? yes no

Mailing address: _____ City: _____ State: _____ Zip: _____

Physical address (if different): _____ City: _____ State: _____ Zip: _____

Billing address (if different): _____ City: _____ State: _____ Zip: _____

Business description: _____

Number of employees: Full time (30 hrs or more): _____ Part time (2 PT = 1 FT): _____ Date established: _____

Does your business have a current business license ? yes no

Periodically, resumes are forwarded to the Chamber. Would you like to be added to the distribution list ? yes no

If you would like to receive a free monthly inquiry list, please list the contact person and email address below.

Contact person: _____ Email address: _____

SBCC Tax ID#: 63-0241394

Mailing Address:

P.O. Box 1117, Foley, AL 36536

Annual membership investment: \$ _____

Additional amount for # employees, rooms, units, locations, tenants: \$ _____

Additional category (\$50 each - listed in the area guide and website): \$ _____

Web Listing Options (free, \$30 or \$100): \$ _____

One-time Application fee: \$ 25.00

Total: \$ _____

Signature: _____

By signing above, I give permission for the Chamber to email or fax my business.

Privacy Policy: We follow procedures to safeguard the confidentiality of your personal information.

Check attached # _____

Charge my credit card (circle one): MasterCard Visa Amex

Number: _____ Expires: _____ 3-Digit Security Code: _____

Name as it appears on card: _____ Billing address for CC: _____

What's in it for me?

Top five reasons why your business should be a member of the South Baldwin Chamber of Commerce

Our Mission: Enhance the economy by providing information, services, leadership and vision.

- 1. Referrals.** Everyday, in and out of the office, the Chamber staff is asked about local businesses in our area. Our members are the first and most of the time, the only businesses we refer. Remember, word of mouth is the absolute BEST form of advertising. Don't allow your business to miss out on this exclusive opportunity!
- 2. Credibility.** Inquiries about the reputation of a business, regardless if the business is a member or not, is ALWAYS directed toward the Chamber. Only members are able to receive our recommendations. In addition, only members can use the Chamber logo on their website, publications and prominently display a member decal on their front door.
- 3. Exposure.** Everyone needs to have a presence on the internet and in print. Only members are listed on our website southbaldwinchamber.com, in our annual publication that includes important information for anyone visiting or relocating to our area. In addition, members can distribute brochures, flyers, business cards and other literature in our high-traffic lobby.
- 4. Representation.** The Chamber staff represents members at the local, state and federal levels and informs its members of policies or issues that may affect your business. One example is the Coastal Resiliency Coalition, a joint chamber initiative.
- 5. Community Involvement.** The Chamber provides numerous occasions for owners & employees to get involved and be seen not only as an active citizen, but an active business within our community! SBCC Diplomats have the opportunity to be at every event "entrance" and volunteers for the Gulf Coast Hot Air Balloon Festival have several chances to meet fellow citizens, community leaders and visitors to our area.

The Real Value of Joining a Local Chamber of Commerce

A survey commissioned by the American Chamber of Commerce Executives and conducted by the Shapiro Group and Market Street Services

Most consumers (59%) think that being active in a local chamber of commerce is an effective business strategy overall.

And, if a company shows that it is highly involved in its local chamber, consumers are 12% more likely to think that its products stack up better against its competition and infer that the company is trustworthy, involved in the community and is an industry leader.

When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

Chamber Membership as a Business Strategy

Joining the chamber is a good thing to do, but what exactly does an active chamber membership say about your company? Does it tell consumers that your business is reputable, that it cares about its customers, that it is involved in the community, or that it uses good business practices?

Yes! Being active in a local chamber of commerce is a good strategy for businesses to use in communicating each of the four specific company traits. It's an effective way to convey to consumers that a company uses good business practices, is involved in the community, cares about customers and is reputable.

Being active in a Chamber "states" your company:	Uses good business practices	Is reputable	Cares about customers	Community involvement
	29% more effective	26% more effective	13% more effective	12% more effective

Chamber Membership and its impact on Small Businesses

Small businesses represent the largest segment in most chambers, so it's important to quantify the impact that a chamber membership has.

The Impact of a chamber membership on small businesses is more consistent and more powerful than for large companies. The caveat is the same: *consumers need to be aware that the small business is involved with its local chamber in order for the benefits to emerge (i.e. being involved in the chamber is a known facet of the company's reputation).* For example, if consumers know that a small business is a member of the chamber, the business enjoys a 44% increase in its favorability rating, a 51% increase in consumer awareness, 57% increase in its local reputation and 63% increase in the likelihood that consumers will patronize their business.

Other tangible benefits include.....

- Two listings in the Chamber's annual publication (cir. 10,000)
- Online business listing on www.southbaldwinchamber.com
- Opportunity to post events and job openings on Chamber website
- Leadership Development opportunities
- Eligibility to participate in Chamber Options health insurance
- Ability to network at numerous events throughout the year
- Use of official Chamber logo for your website (e-plaque)
- Ribbon Cutting & Grand Opening services (for those who qualify)
- Consistent communications from the Chamber to keep you informed