



BUILDING BUSINESS. GROWING TOGETHER.

TIGARD

CHAMBER OF COMMERCE

Welcome

Letter from the Tigard Chamber CEO

Mission

Mission, Guiding Principles and Core Objectives

Benefits

Benefits of chamber membership

Fast Facts

How membership helps your business from a research study

Value

Minimal time? Great value by just joining

Membership Options

Description of membership levels

#TigardChamber



WELCOME

Thank you for exploring the Tigard Chamber! Every chamber has it's own personality and culture. As you are considering joining a chamber, we encourage you to shop around and try them on because when you've seen one chamber, you've seen one chamber. Here are some things that differentiate us.

Friendly welcoming members who are actively engaged in doing business locally and support each other

Extensive use of social media and other online tools to provide member visibility, inform and encourage. Find us on Instagram, YouTube, Twitter, Facebook, LinkedIn and Meetup.

Video Shout Outs - On Facebook and YouTube for members to use on their sites

Leadership Tigard - A community leadership program that takes your leadership and impact to the next level

Tigard Farmers Market is owned by the Tigard Chamber, it's really shopping local!

Partnership and board position with the Tigard Downtown Alliance, a 501 (c) 3 focused on revitalization

Advocacy with Government - Relevant information on city, county or state legislation that effects business either positively or negatively directed through the Government Affairs and Public Policy Committee, election forums, measure positions and more all designed to leverage your voice and benefit business

An active collaborative relationship with **City of Tigard** staff and elected officials

Tools for visibility - Online member Directory and in print, Hot Deals, Job Board and Event Calendar

Discounts through affinity programs that help your business

Many face to face networking options - Weekly Thursday a.m., monthly afterhours and affinity groups.

A CEO with significant business and technology experience leveraged for the benefit of the chamber.

A recipient of the Oregon State Chamber of Commerce Executive of the Year Award. In addition, she sits on the following boards and committees

Luke-Dorf - Vice Chair of Board, Tigard based behavioral health non-profit

Tigard Downtown Alliance - Board Treasurer and Fiscal Agent

Washington County Chamber of Commerce Partnership - Treasurer

Come visit us and find out what we are all about!

Sincerely,

Debi Mollahan, CEO, Tigard Chamber of Commerce



Mission

Building & Connecting Businesses, Growing Leaders and Shaping Our Community

Vision

Business + Community = Prosperity, Vibrancy & Diversity

Guiding Principles

Authenticity - We keep our word, do what we say and speak the truth kindly to each other and customers

Purposefulness - Ensure our activities, programs and events align with our core objectives and goals

Stewardship - Utilize our resources of time (volunteers & staff), talent (volunteers & staff) and treasure (\$'s) for the best return for members and the business economy

Teamwork - Members, volunteers and staff working together amiably to achieve our strategic goals for the benefit of all.

Leadership - Be an organization that is viewed as a leader in the business community

Core Objectives

Building a Strong Local Economy

Help create a vibrant, entrepreneurial environment within Tigard through key programs partnerships and alliances, that grows and retains current business, and attract and launches and sustains new business.

Providing Business Networking & Visibility

Be the Go To Organization within Tigard for businesses to network and gain exposure for their business through a unique mix of programs, networking events and marketing tools that match our member diversity.

Promoting the Community

Promoting Tigard as a unique, eclectic destination for business, community and culture.

Advocacy for Business with Government

Grow the voice of business within Tigard for increased impact at city and state legislative levels.

Political Action

Evaluate and take positions on legislation impacting business, review and endorse business friendly candidates, to foster an economy that benefits business and the entire community.



BENEFITS OF CHAMBER MEMBERSHIP

VISIBILITY



- Networking Events
- Membership Directory
- Hot Deals/ Events on Chamber Calendar
- Event Sponsorship
- Brochure/ Business Card Space
- Chamber Social Media/ Video Shout Outs
- Mailing Labels **
- Logo/ Hyperlink on Home Page **
- Advertising
- Ribbon Cutting

BUSINESS CREDITIBILITY



63% of adults surveyed, are more likely to purchase from a small business who is a chamber member.

75% of Fortune 1000 companies are chamber members

KNOWLEDGE



- eNews Tips/ Blog Articles
- Invest in U
- Subscription to Portland Business Journal
- Online links to local business resources

COST SAVINGS



- Chamber Bucks
- Member to Member Hot Deals
- Affinity Programs
- Job Postings Online
- Advertising **
- Mailing Labels **
- Certificate of Origin (Free to Members)

IMPACT COMMUNITY



- Shining Stars Banquet
- Non-Profit Donations
- Member Sponsored Food and Clothing Drives
- High School Scholarship Fund
- Other Civic Events

STRENGTHEN YOUR VOICE



Chamber represents all businesses at Tigard City Council, Oregon Chamber of Commerce Legislative Committee, City Center Development Agency, and School District.

Regular government affairs activities include candidate forums, debates, issue positions and education, and legislative alerts.



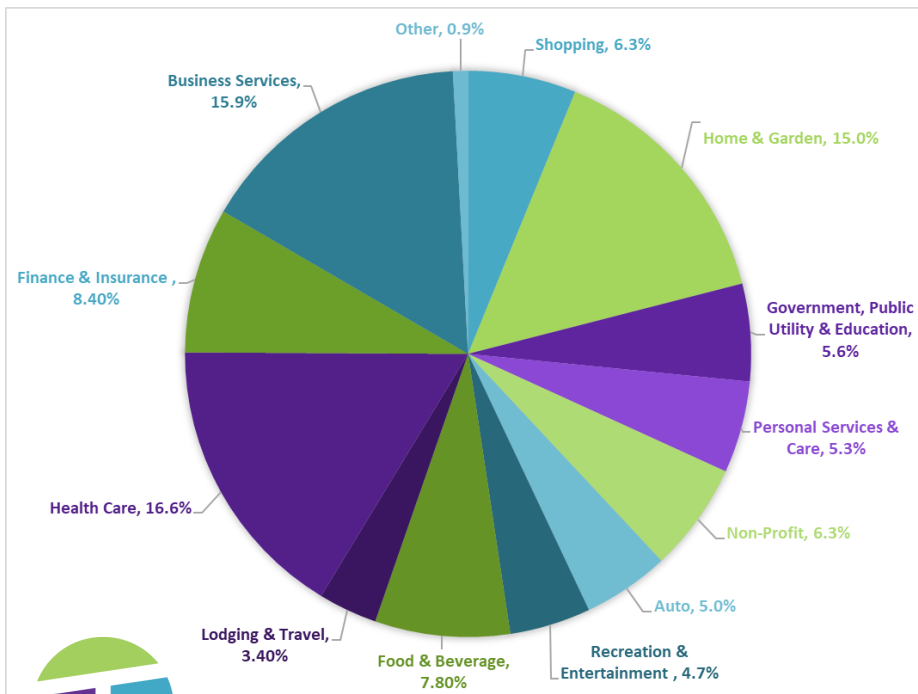
THE REAL VALUE OF CHAMBER MEMBERSHIP

- Most consumers (**59%**) think that being active in the local chamber of commerce is an effective business strategy overall. It is **29% more effective**, however, for communicating to consumers that a company uses good business practices and **26% more effective** for communicating that a business is reputable.
- If a company shows that it is highly involved in its local chamber (e.g., sits on the chamber board), consumers are **12% more likely** to think that its products stack up better against its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are **40% more likely** to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are **43% more likely** to consider buying insurance from it.
- 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.

Reference: 2012 Research Study on the Real Value of Joining A Local Chamber of Commerce, by Shapiro Group

TIGARD CHAMBER OF COMMERCE

Overview of Chamber Members



319
Members

3
Staff

32+
Volunteers



IMPACT OF JOINING THE CHAMBER

Value Without Involvement

Here is the value without additional involvement of a Tigard Chamber membership. Even without participation, chamber membership still has benefits* and with our variety of membership levels, here are just a few:

• Tigard Chamber Online Member Directory profile with your social media, web & e-mail links.	\$250
• Tigard Business Directory with a 10K household circulation each year and online copy.	\$275
• Chamber member visibility and referrals	Priceless
• New Member Listing in eNews Letter	\$50
• Weekly eNews Letter	
• Member to Member Hot Deals	\$20 - \$100/ Each
• Chamber Affinity Programs	\$100 - \$1000
• Brochure and business card space at the Tigard Chamber	Priceless
• Chamber Member logo for your website and marketing materials	\$250
• Conference Room Rental Hours	\$70 - \$280
• Enhanced online Directory Listing *	\$500
• E-Blasts *	\$200
• Logo and link on Chamber website home page *	\$1200
• Online Directory, Calendar and Event banner advertising *	\$1800
• Chamber member mailing labels *	\$199
• Subscription to Portland Business Journal *	\$173
• Chamber Member Window Cling	Included
Value of these listed benefits	\$1,005 - \$6,117

Membership begins at only \$363

*Benefits vary depending on membership level selected or a la carte selection



Membership Options

Emerging Professional - \$363 (\$33.25/Month)	Value
Online Member Directory Listing	\$250
Business Directory Category Listing (Published & Online)	\$275
New Member Mention in E-News & Facebook	\$50
Opportunity to Host Good Morning Tigard	\$100/ Hosting
Brochure & Business Card Space in Chamber Visitor Center	Priceless
Admission to Weekly Networking	\$500
Hot Deals (Member to Member & Public Options)	\$250
Free Job Posting on TCC Website	\$100
Discount on Directory & Visitor Center Advertising	\$75 - \$375
2 Hours of Conference Room Rental	\$70
Reduced Admission at Chamber Events	\$120
Affinity Programs - Office Depot, HomeStreet Bank & Constant Contact	Priceless
Voting Privileges	
Chamber Member Logo for Website and Marketing Materials	\$250
Member Cling	\$50
Certificates of Origin	\$10
Weekly eNews	
Online Business Accelerator through AmFam Partnership	Priceless

Value Total - \$2,100 +

Visibility - \$720 (\$63/ Month)	Value
Emerging Professional - Benefits Above Plus	\$2,100 +
Two E-Blasts	\$200
Ribbon Cutting or Grand Re-Opening - Included E-Blast & Social Media	\$199
2 Additional Hours of Conference Room Rental (Total 4 Hours)	\$140
Additional Mention in Printed Directory	\$150
Enhanced Online Directory	\$500

Value Total - \$3,219 +

Corporate - \$1,089(\$93.75/ Month)	Value
Visibility - Benefits Above Plus	\$3,219 +
Subscription to Portland Business Journal	\$173
Chamber Member Mailing Labels (1 Set on Demand)	\$199
2 Additional Hours of Conference Room Rental (Total 6 Hours)	\$210
Online Directory, Calendar, Hot Deal Banner Advertising	\$1,800
Annual Shining Stars Dinner (2 Tickets)	\$110

Value Total - \$5,781 +

Grand Tigard - \$1,449(\$123.75/ Month)	Value
Corporate - Benefits Above Plus	\$5,781 +
Logo in Weekly eNews (\$100/ Month)	\$1,200
Banner Listing on Chamber Home Page on Website	\$1,200
2 Additional Hours of Conference Room Rental (Total 8 Hours)	\$140
Special Business Bio Sent to All Members Upon Request	\$100
Listing in Grand Tigard Section of Published Directory	\$150
Logo Presentation at Each Annual Events (Excludes GMT, GET Connected and Invest in U)	\$500

Value Total - \$9,071 +

Belong today at www.TigardChamber.Org