



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 savings programs** that help your business, including health plans!

**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



# 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
- Saving Programs—
  - Health Plans, Office Depot, Constant Contact & Home Street Bank
- Job Postings Online
- Advertising \*\*
- Mailing Labels \*\*

## 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.



# Fast Facts

## THE REAL VALUE OF CHAMBER MEMBERSHIP

59% Consumers think it is an effective business strategy overall.

29% More effective showing good business practices.

26% More effective showing a reputable business.

**44%** 

Consumers more likely to think favorably of business.

**63%** 

Consumers more likely to purchase goods or services.

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.

**12%** 

Consumers more likely to think products stack up better against competition.

**40%** 

Consumers more likely to eat at a restaurant franchise in the next few months.

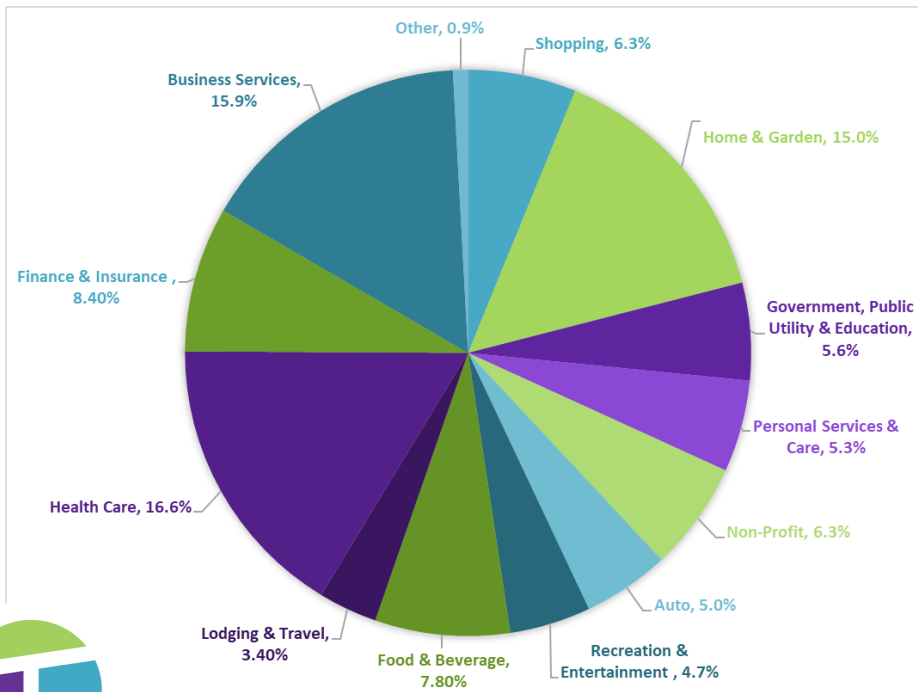
**43%** 

Consumers more likely to consider buying insurance from a business.

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



**324**  
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 Savings 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
<b>Value of these listed benefits</b>	<b>\$1,005 - \$6,117</b>

**Membership begins at only \$363**

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



# Membership Options

Emerging Professional - \$375 (\$34.25/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 fee applies	Increased Credibility
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	\$80
Reduced Admission at Chamber Events	\$120
Savings Programs - Office Depot, HomeStreet Bank & Constant Contact	Priceless
Voting Privileges at Annual Meeting	
Chamber Member Logo for Website and Marketing Materials	\$250
Member Cling	\$50
Certificates of Origin	\$10
Weekly eNews	
Regence OSCC Endorsed Health Plan (2 - 50 employees)	Priceless

Value Total - \$2,110 +

## Visibility - \$744 (\$65/ Month)

Emerging Professional - Benefits Above Plus	Value
1 Yearly Complimentary Hosting: Good Morning Tigard	\$2,110 +
Two E-Blasts	\$100/Increased Credibility
Ribbon Cutting or Grand Re-Opening - Included E-Blast & Social Media	\$200
2 Additional Hours of Conference Room Rental (Total 4 Hours)	\$199
Additional Mention in Printed Directory	\$80
Enhanced Online Directory	\$150
	\$500

Value Total - \$3,339 +

## Corporate - \$1,125(\$96.75/ Month)

Visibility - Benefits Above Plus	Value
Subscription to Portland Business Journal	\$3,239 +
Mailing Labels from Chamber Directory (1 Set on Demand)	\$173
2 Additional Hours of Conference Room Rental (Total 6 Hours)	\$199
Online Directory, Calendar, Hot Deal Banner Advertising	\$80
Annual Shining Stars Dinner (2 Tickets)	\$1,800
	\$110

Value Total - \$5,601 +

## Grand Tigard - \$1,497(\$127.75/ Month)

Corporate - Benefits Above Plus	Value
Logo in Weekly eNews (\$100/ Month)	\$5,601 +
Banner Listing on Chamber Home Page on Website	\$1,200
2 Additional Hours of Conference Room Rental (Total 8 Hours)	\$1,200
Special Business Bio Sent to All Members Upon Request	\$80
Listing in Grand Tigard Section of Published Directory	\$100
Logo Presentation at Each Annual Events (Excludes GMT, GET Connected and Invest in U)	\$150
	\$500

Value Total - \$8,831 +