

The Real Value of Joining a Local Chamber of Commerce

Being active in the local Chamber of Commerce is an effective business strategy. The Chamber industry has changed, and now it has become a viable, valuable tool for your business. It communicates to consumers that a company uses good practices, is reputable, cares about its customers, and is involved in its Community. The American Chamber of Commerce Executives commissioned a recent research study by the Schapiro Group. Here are the study's summarized results:

- When consumers know that a small business is a member of the Chamber of Commerce, they are **49% more likely to think favorably of it** and **80% more likely to purchase goods or services from the company in the future.**
- When consumers know that a restaurant is a member of the Chamber of Commerce, they are **68% more likely to eat** at the restaurant in the new few months.
- When consumers know that an insurance company is a member of the Chamber of Commerce, they are **36% more likely** to think favorably of the company.
- If a company shows that it is highly involved in its local Chamber of Commerce (ie: sits on a committee or Board of Directors, sponsors events, etc.) consumers are **10% more likely** to think that its products stack up better against its competitors.
- When a consumer thinks more favorably of a company because the company is highly involved in its local Chamber of Commerce, it is because he or she infers that the **company is trustworthy and cares about its customers.**
- The positive impacts of Chamber membership have remained the same and even increased over time



Tarpon Springs Chamber of Commerce

APPLICATION FOR MEMBERSHIP

Date _____

Business Name _____

Business Category (two choices) 1. _____ 2. _____

Owner _____

Physical Address _____ City _____ Zip _____

Mailing Address (if different) _____ City _____ Zip _____

Phone _____ Email _____

Website _____

Number of Employees _____ or Hotel/Room Units _____

Email for Primary contact _____

Additional Email contact _____

This information will appear on our website unless otherwise specified

MEMBERSHIP INVESTMENT SCHEDULE

• **Business Membership:**

- 1-5 Employees.....\$245
- 6-20.....\$285
- 21-80.....\$360
- 81-100.....\$415
- Over 100.....\$645

• **Motels, Campgrounds**

- 1-50 Units.....\$245
- 51-100.....\$345
- Over 100.....\$415

• **Auto Dealerships.....\$330**

• **Financial Institutions.....\$400**

• **Non-Profit Assoc.....\$150**

• **Non-Business Individual....\$85**

A check or money order may be mailed with the total investment due. If you would like to purchase with a credit card or cash, please visit the Chamber office.

Signature _____

If another Chamber member referred you to become a partner, please let us know so we can THANK them!

Referred by _____

Business Name _____

Total Investment.....\$ _____

