

Grand Bend & Area Chamber of Commerce



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“When consumers know that a small business is a member of their local 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.”

Why Be A Member?

Because membership in your local chamber offers numerous benefits and keeps business owners on top of important issues and trends in the community and local marketplace.

Research shows consumers are more likely to do business with a company if it’s a member of the chamber of commerce.

Research by The Shapiro Group, Inc. and Market Street Services shows (Battlecreek.org/download/TheRealValueofJoiningALocalChamber.pdf), “when consumers know a small business is a member of their local chamber of commerce, they are 44% more likely to think favorably of it and 63%

We know there’s lots of competition for your marketing and advertising dollar and other organizations seek you out as a member, so maybe you’re asking yourself right now – Why should I be a Chamber Member?

more likely to purchase from the company in the future.”

Other results from this study indicated:

- Most consumers (59%) think being active in the local chamber of commerce is an effective overall business strategy.
- Chamber membership is 29% more effective 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 it’s highly involved in its local chamber (e.g., sits on the chamber board), consumers are 12% more likely to think **its products stack up better** against its competition. This perspective is due to the inference that the company is **trustworthy, involved in the community** and is an **industry leader**.

The Chamber

Established in 1957, Grand Bend & Area Chamber of Commerce is a small yet active Chamber, serving businesses located along Lake Huron’s shoreline corridor. It was incorporated in 1975 by

George Kadlecik, Peter Haist and Donald Southcott.

Our Members are located as far away as Sarnia and Goderich as well as closer to home in Arkona, Dashwood, Exeter, Forest,

Grand Bend, Ipperwash, Northville, Parkhill, Port Franks, St. Joseph, Thedford and Zurich – and all points in between!

The Chamber roots lie in the *Grand Bend Promotion Committee* of the 1950s, which worked to promote are tourism.

More Reasons to Be a Chamber Member

✓ Membership brings credibility to your business.

It increases your positive perception among consumers and business owners.

✓ Membership increases your visibility in the community.

Members listed in the chamber's membership directory and highlighted in the Chamber's Facebook and Twitter activities. You can grow your business by participating in discounted and coop advertising opportunities and by sponsoring events.

✓ Access networking opportunities.

Serving on a Chamber's Board or a Committee provides networking opportunities and leadership development. You can build your business while promoting developments of interest to local businesses and community at large.

✓ Gain a voice in government.

The chamber takes on the issues and opposes new regulations that negatively affect small businesses. It helps protect the principles of free enterprise and aids businesses in being treated fairly.

✓ Make business contacts.

The chamber's fundamental mission is to generate more

Leverage Your Membership!

Chamber Member Events – Mark Your Calendar

Mark your calendar and plan to attend these member events. Each event offers sponsorship and networking opportunities:

▶ **Breakfast with the Mayor (Wednesday, February 3, 2016):** Event provides members with the opportunity to discuss topics of interest and relevance with local government representatives, including the Mayor and Deputy-Mayor of Lambton Shores and MPP for Lambton-Kent-Middlesex counties in a relaxed and informal atmosphere. **Ticket: \$20** (\$17.70 +HST).

▶ **Annual General Meeting (Tuesday, February 23, 2016):** Key chamber business continuance event at which we elect directors, review and approve financial statements, vote on resolutions, present the coming year's budget and provide the annual report. **FREE event.**

▶ **Spring Members' Mixer (Thursday, April 7, 2016):** Offers members the chance to socialize, network and compare notes as we head into the peak summer tourist months. Event Includes: chamber and member announcements,

speaker and members' showcase. **FREE event.**

▶ **Fall Classic Golf Tournament (Wednesday, September 14, 2016):** Opportunity to socialize, network, sponsor and showcase your business. Event connects members and raises funds for the Chamber. Event Includes: shot-gun start to 18-holes of golf with a power cart, golfing contests, prize table, golfer's gift giveaway, Chamber and Member announcements and banquet dinner. **Golf Registration: \$95 per person** (\$84.07+HST).

▶ **Fall Members' Mixer (Thursday, October 12, 2016):** Many of our members are so busy with the summer season there's little time for personal or business socializing. The Fall Mixer offers a chance to socialize, network and find out how well the last nine

months have worked out for fellow businesses. Event Includes: chamber and member announcements, speaker, and members' showcase. **FREE event.**

▶ **Celebrate the Season Business Awards Dinner (Thursday, November 17, 2016):** The largest event of the year celebrates and recognizes business savvy, creativity, customer service and business contributions to the community. We also have two non-business awards that recognize individual contributions. Event Includes: general announcements, guest speaker, silent auction, networking and socializing, award presentations and fabulous dinner. **Ticket: \$45 per person** (\$39.82+HST).

Right: Breakfast with the Mayor sponsor Doug Ellison (Ellison Travel & Tours) highlights Ellison updates to fellow members attending the event.



Marketing & Advertising Opportunities

Membership Directory – FREE with your Membership

The membership directory is produced in web and print.

Located at GrandBendChamber.ca/directory in a searchable, database format, it enables those seeking reputable businesses to search by name and product/service type. Your listing includes:

- Business name,
- Business address,
- Contact names,
- Phone numbers,
- Email addresses,
- Website & Social Media addresses
- 2 Photographs
- Up to 400 words of your

product and service information. Your listing can be updated at any time by you! All you need is your members account information (included in the Membership Renewal Package).

The print format is also provided online for easy download as a PDF document and is photocopied and handed out at the Welcome Centre. The printed directory includes a list of the Board of Directors, staff and volunteers, membership index by name cross-indexed to business type and the business listings

are organized by major categories and sub-categories (e.g. Services > Real Estate). Listings include:

- Business Name
- Business address
- Website
- Email
- Phone



GrandBendChamber.ca - FREE with your membership

This is the Chamber's and Member's website. It includes details and information about Chamber Membership, Chamber activities, upcoming member events, affinity program details, archived e-newsletters, business awards information and past recipients, reports and publications, member marketing and advertising

programs and the Members Forum. The Members Forum includes many years worth of Chamber AGM and

Board of Directors meeting minutes, annual reports, financial statements and similar documents.



Social Media – FREE with your membership

Since 2009, the Chamber has run Facebook and Twitter accounts and highlights member businesses on a random basis through the year. See www.facebook.com/grandbendtourism and twitter.com/Grand_bend.

Special Benefit Tourism
FEATURE MEMBER – The Colonial Hotel & Inn is the best located at the top of Main St. corner of Hwy 11 and Ontario St the Colonial Hotel is a staple in the Grand Bend community and a great supporter of the Chamber of Commerce. The Colonial Hotel has 15 beautifully appointed rooms designed with your comfort in mind. The Pool & Spa Lounge is the perfect place for that casual drink, to enjoy a beverage with friends or to watch your favourite sporting event on multiple screens. – See More



business activity for the community. The chamber initiates more business-to-business commerce and opportunities for connecting local professionals than is available through most other local organizations.

✓ **Stay informed.** The Chamber's e-newsletters provide member information, information about operating a local business and details about upcoming chamber events.

✓ **Get customer referrals.** Every day, the chamber receives calls from individuals and businesses looking for potential vendors, and chamber members typically recommend other chamber members. We handle 11,000 inquiries annually at the Welcome Centre!

✓ **Expand your prospect base.** Chamber events and programs give members opportunities to get to know new people and expand their prospect base. Chamber events are fun ways to help members meet potential customers, clients and vendors— and generate new business leads.

✓ **Access members-only discounts and services.** Through the chamber's affinity programs – Constant Contact (e-marketing toolbox), Purolator's Discount Affinity Program, First Data

Merchant Program and the Chambers of Commerce Group Insurance – you can benefit from discounted business and marketing programs and provide you and your staff with medical benefits, health insurance and retirement coverage.

Sounds great right? Keep in mind however, you can't just be a member to reap the benefits of membership. Paying your annual membership dues isn't enough. You need to make an investment of time and effort in chamber activities and become involved. What you get out of chamber membership is directly relative to what you put in.

Your Promotional Materials Displayed at Welcome Centre – FREE with membership

Open year-round, Welcome Centre staff responds to 11,000 inquiries from visitors, residents, cottagers and other businesses seeking area and business information!

A prominent area of the Centre is reserved for member brochures, rack cards and business cards.

GrandBendTourism.com – Basic Listing FREE with your Membership / Fee-based Listing Upgrades

This website is tourist-facing and seeks to promote the Greater Grand Bend Area to visitors, vacationers, local residents and cottage owners.

Launched in 2001, it has an established reputation for being the place to find information about the Greater Grand Bend Area. From launch, website traffic quickly grew and by 2009 the site had **more than a million webpage views per year.**

The site offers two main advertising opportunities:

1. Business Listings
2. Banner ads

researched and written for the visitors guide – *It Starts at the Beach.*



Any non-chamber member business in Lambton Shores, North Middlesex, South Huron and Bluewater may be listed on the site for an annual fee of \$100.

Available ONLY to Chamber Members are options to upgrade their listing:

Weblink Member Listing (membership fee + \$70):** multiple weblinks to website, facebook, twitter or

any other social media accounts.

Fully Upgraded Listing (membership fee + \$89):** 2 photos, interactive Google map and up to 400 words of business product or service description.

Members' Slideshow Option (Fully Upgraded Listing + \$15): slideshow displays in the business description section. Option available for \$15 one-time setup fee.

**Upgraded listing fees include \$20 discount on GrandBendTourism.com banner advertising.

BUSINESS LISTINGS on GrandBendTourism.com				
Features	Business Listing \$100	Basic Member Listing (FREE with Membership)	WebLinks Member Listing +\$70**	Fully Upgraded Member Listing +\$89**
Name, Address, Phone	✓	✓	✓	✓
Email Link	✓	✓	✓	✓
Description		100 words	100 words	400 words
Multiple Categories		✓	✓	✓
Weblinks (website, social media)			✓	✓
Google Map				✓
Images				✓
Slideshow				Fee Applies
Web Badge Advertising	Fee Applies	Fee Applies	Fee Applies	Fee Applies

Business Listings – FREE with membership

Business listings are categorized by task-oriented web and mobile users' search goals (i.e. places to Stay, Play, Dine, Shop and get Services). Listings are complemented by editorial content developed in conjunction with that

Chamber Members are provided a FREE Basic Listing as part of their membership and receive discounted banner advertising rates.



Banner Ads – Discounted Rates for Members



Banner ads display in random rotation at the top right of most content pages. Each major section – Stay, Play, Dine, Shop, Services and Move to the Lake – displays ads relevant to that section.

For example, ads from accommodation providers display in the Stay section. Ads from real estate agents display in the Services section or Move to the Lake section.

There are 3 Ad Zones:

1. Large ads (250 pixels x 250 pixels)
2. Small ads (125 pixels x 125 pixels)
3. Event ads (125 pixels x 125 pixels)

Depending on the product or service mix of a business, it’s possible for a single business to have more than one banner ad and for those ads to display in different sections of the website. For example, if a business served food and beverage and gifts, clothing and accessories, that business might promote their food service under Dine and gifts, clothing and accessories under Shop.

Banner advertising is sold in 3, 6 and 12 month periods with a minimum 3-month purchase.

Banner Ad Specifications

- Acceptable file formats: gif, jpg, jpeg, png, swf
- Acceptable file sizes for large web badge: 25kb for standard graphic file; 35kb for Flash/swf
- Acceptable file sizes for small web badge: 15kb for standard graphic file; 20kb for Flash/swf



Large banner ad / 250px by 250px / 3-months for just \$45

**10% discount for multiple ads.
Discounted rates for Members.**

BANNER ADVERTISING SIZES & PRICING			
Term	Ad Size	Non-Member Business	Chamber Member Business
3 Months	125 pixel x 125 pixel	\$30	\$27
	250 pixel x 250 pixel	\$50	\$45
6 Months	125 pixel x 125 pixel	\$53	\$48
	250 pixel x 250 pixel	\$88	\$80
12 Months	125 pixel x 125 pixel	\$92	\$84
	250 pixel x 250 pixel	\$154	\$140



Small banner ad / 125px by 125px / \$27 for 3-months



Sponsorships – Fee based

All Chamber events are open to sponsorship!

Sponsorship is recognized in a number of ways, including: emails to members, press releases, through business promotional materials on display at an event, opportunities to be the first speaker to address event attendees, through special signage and website postings.

Outdoor Message Centre Map Board – Fee based

Located in front of the Welcome Centre just 500m from Lambton Shores’ Main Beach, the Outdoor Message Centre board displays a large map Grand Bend’s business core flanked by two advertising areas. Each area can display up to 8 ads and each ad is 13-inches wide by 8-inches high. In total, there are 16 advertising spots sold on a first come, first booked, first paid basis. These ad spots are ONLY available to Members.

The Message Centre board also features weather-protected literature slots where we display copies of the visitor guide. Each slot

holds 10 guides and in summer months we replenish weekly. This means we know at least 70 people or groups of people have viewed the board during a week!

Advertising Details

- Advertising period runs July 1 to June 30 annually
- Ad may be changed as many times as desired during the advertising period
- Advertisers get first-right-of-renewal before the spot is sold to another member the following the year
- Cost: \$399+HST

Discounted Advertising Opportunities for Members

It Starts at the Beach Visitor Guide – Fee based

Annually, the Chamber produces a full-colour, 112-page visitor guide called *It Starts at the Beach* and distributes 30,000 copies throughout Ontario in provincial tourist centres, independently operated welcome centres and along the Highway 21 corridor from Sarnia to Goderich at key locations such as restaurants, hotels, gas stations, libraries, banks and merchants.

At the Welcome Centre in Grand Bend, we handout about 4,000 copies a year.

Taking our cue from best-of-breed and award-winning guides, *It Starts at the Beach* focuses on the information needs of today’s traveller. Editorial content highlights “tourist product” (places to go; things to do) throughout Lambton Shores, South Huron, Bluewater and North Middlesex.

The guide also includes more than 48 local festivals and events, area maps, advertisers’ index and offers members and non-member businesses the opportunity to purchase display ads.

With a display ad, you also get:

- Business mapped on a street or local level map and listed in an advertisers’ index along with your phone number
- Free QR code option
- An online FlipBook version is published on GrandBendTourism.com - the area’s official and foremost tourist-focused website

The Guide is funded entirely by advertising sales and is not the Chamber’s membership directory.

VISITOR GUIDE AD RATES			
Ad Type	Size (inches)	Chamber Members	Non-Members
Back Page	4.5" x 7"	\$825	Not Available
Inside Covers	4.5" x 7"	\$750	Not Available
Full Page	4.5" x 7"	\$620	\$770
Half Page - horizontal	4.5" x 3.5"	\$375	\$465
Half Page - vertical	2.25" x 7"	\$375	\$465
Quarter Page - horizontal	4.5" x 1.7"	\$250	\$310
Quarter Page - vertical	2.25" x 3.5"	\$250	\$310
Eighth Page	2.25" x 1.7"	\$125	\$155

Professional Leadership Development & Networking Opportunities

BOARD OF DIRECTORS

At the annual general meeting (AGM) held in February, directors are elected to the Board. At the first posts-AGM Board meeting, elected directors vote fellow directors into the Executive Roles of President, Vice-President, Treasurer and Secretary.

The Board of Directors meets every third Wednesday of the month.

Affinity Programs – Perks of Membership



Constant Contact – Email & Electronic Contact Marketing – Fee based

Constant Contact is an online e-marketing toolbox. The Chamber uses Constant Contact for Member

eNewsletters and surveys. Your membership entitles you to a discount of up to 25% on a subscription (conditions apply).

The system makes it easy to comply with Canada’s Anti Spam Legislation (Fightspam.gc.ca), which requires you to use

permission-based e-marketing methods and to provide easy ways for someone to unsubscribe. Maintaining this type of contact list can be time-consuming and fraught with errors unless a system like Constant Contact is used. For more information, visit Constantcontact.com.

Affinity Programs – Perks of Membership



FirstData POS Program for Chamber Members

First Data – a leader in the electronic payment processing industry brings you exclusive benefits to help grow your business with preferred pricing and products tailored to suit your needs. Their full suite of products include:

- Ecommerce
- Wired & Wireless Terminals
- First Data Mobile Pay
- Gift Cards Solutions
- TeleCheck®
- Electronic Cheque Acceptance

Sign Up & Get More Information

FirstDataCanada.ca/chambermembers

1-888-265-4117 or Email chambermember@firstdata.com



Chambers of Commerce Group Insurance Plan

Chambers of Commerce Group Insurance Plan Benefits Coverage – offers you and your employees Life and Disability, Health and Dental, to Business

Overhead coverage and Critical Illness Benefits. Chambers.ca



Purolator's Discount Affinity Program

Delivering best-in class service to members. Access Purolator shipping services and enjoy preferential pricing through a volume discount program. Purolator offers Chamber members discounts starting at 25% on Purolator Express® and Purolator Ground® suite of services. For more information, visit Purolator.com/occ

What Directors Do

The Board of Directors holds administrative power and is authorized to make decisions on behalf of the Chamber to government, agencies and businesses. The Board determines any bylaws, rules or regulations it feels are in the Chambers' best interest and changes are voted on at the AGM in order to be adopted into practice.

The Board provides general direction to its Manager on the day-to-day operations of the Chamber.

- **President:** Chairs Board meetings, regulates order of business, signs documents requiring official signature, and presents a general report at the AGM.
- **Vice-President:** Acts in the absence of the president.
- **Treasurer:** Responsible for the Chamber's deposits, payments, investments and financial reporting. In practice, the Manager handles all day-to-day accounts receivable and payable and the auditor reviews the financials, providing audited financial statements for the AGM.
- **Secretary:** Responsible for the Chamber's business affairs, minute book, correspondence, record-keeping, corporate seal and for communi-

Membership Benefits Summary

BENEFIT	
Business networking & exposure	6 events / year
Sponsorship opportunities	6 events / year
Printed Membership Directory (PDF)	Online & Print
GrandBendChamber.ca	Complete listing with website, social media, Google map, photographs and business/service description
GrandBendTourism.com	Basic listing / Upgrade options available
Welcome Centre Display of business info	Rack card, brochure or business card
Your promotional materials included in Visitor Information Packages	Mail about 100+ packages per year as a result of a direct request!
Discounted Advertising Rates	GrandBendTourism.com Ad Banner program / Visitor Guide Display Advertising
Member-Only Advertising Opportunities	Message Centre Board, Featured Social Media postings
Retail Event Advertising	2 events / year
Leadership Development Opportunities	Board of Directors, Golf Tournament Committee, Christmas Comes Early Committee, Tourism Marketing Committee
Constant Contact e-Marketing Affinity Program	Discounted rates for members
FirstData POS Affinity Program	Discounted rates for members
Purolator Chamber Affinity Program	Discounted rates for members
Chambers of Commerce Benefits Program	Flexible to your needs
Advocacy	Provincial, Regional, County & Municipal

cating the Chamber’s business to Members. In practice, the Manager handles all aspects of this position.

Directors attend monthly meetings, act for the good of the entire Chamber, abide by the Chamber’s Bylaws and government legislation that affect the corporation’s operations, represent the Chamber in a positive manner and agree to work as a team for Chamber and its Members.

TOURISM MARKETING COMMITTEE

- Newly formed in 2015, the Committee’s goal is to:
- liaise with the destination marketing organizations that affect tourism in the Greater Grand Bend Area (Southwest Ontario Tourism Corporation, Tourism Sarnia Lambton, Huron Tourism Association, RTO 4) ,
 - provide local input into municipal, county and regional tourism planning and development frameworks,
 - connect the official tourism organizations with local business and event planners.

Currently, members include Mary-Jo Schottroff-Snopko (Pine Dale Motor Inn), Natalie Core (Oakwood Resort) and Brad Oke (Smackwater Jack’s Taphouse).

Advocacy For Local Business Community

Your membership with us gives you membership in the Ontario Chamber of Commerce (OCC). We remit \$10+HST of your membership fee to the OCC.

The OCC works on the provincial level to advocate on behalf of businesses. They also help lower tier Chambers members stay informed on issues.

We work with local municipal staff, councilors, other business-focused organizations (BIAs & Chambers), and tourism marketing organizations for

the benefit of our members.

In the last four years, the Chamber has affected change on a number of issues, here’s a short list:

- ✓ Highlighted the need to update Lambton Shores’ Bylaw ban on buskers and negotiated conditions under which buskers permitted. Chamber registers buskers, provides them with a busker licence and maintains a listing of all registered buskers.
- ✓ Negotiated Lambton Shores’ consent to sidewalk product display during Thanksgiving Market & Sidewalk Sale.
- ✓ Handle event management and vendor registration for the Thanksgiving Market (occurs on Municipal property). Chamber also

GOLF TOURNAMENT COMMITTEE

Formed in 2012, this Committee organizes the annual golf tournament. Activities include selecting the golf course, obtaining sponsorships, communicating with Chamber staff who support the Committee with all administrative, invoicing and marketing activities. Members include Nancy Starek (RBC Dominion Securities) and Mark Lewis (Bayshore Broadcasting).

CHRISTMAS COMES EARLY COMMITTEE

Newly formed in 2015, this task-focused, time-delimited working group of volunteers helps organize Christmas Comes Early (CCE). This retail event is multi-town and seeks to capture the Christmas gift-giving dollar before it heads to London! The Committee:

- recruit businesses to participate in event
- help grow awareness of event with local businesses
- organize distribution of signage to participating businesses
- organize distribution of promotional event signage in the area
- help further develop the event with new elements



Buskers allowed in Grand Bend. Buskerfest provides a reason for visitors to visit Main Street West.

- pays for event insurance.
- ✓ Highlighted importance of traffic congestion and pedestrian safety through two round table sessions, providing Lambton Shores with resulting reports, which are available online: GrandBendChamber.ca/publications
- ✓ Researched and wrote reports on the importance and impact of Tourism & Visitor Services (2012 & 2013) to local area businesses.
- ✓ Hosted a round table meeting on “What Kind of Town Do You Want in 10 or 20 Years” to provide business input into the 2015 Lambton Shores strategic planning.
- ✓ Hosted two meetings with regional tourism and destination marketing organizations (2012 & 2015), as well as representatives from the Municipality of Lambton Shores, to discuss the area’s tourism marketing needs and to advocate for greater and improved representation. As a result, Southwestern Ontario Tourism Corporation (RTO1) stationed staff member Mitch Vanrooy in Grand Bend this summer to organize and implement two foundational surveys. One survey confirmed there is no directional road signage to Lambton Shores Main Beach. The second survey is to collect key data from visitors to



2015 Round Table Meeting to provide input into Municipal strategic planning



Chamber manages the Thanksgiving Market ensuring event insurance names Municipality as a Third Party Insured and registers all vendors.

- the Grand Bend Area in order to focus market messages and placement.
- ✓ Worked with Lambton Shores and local service clubs to organize funding, purchase and installation of Christmas lights and street décor and negotiated the installation date to meet Christmas Comes Early event dates.
- ✓ Organized All Candidates Meeting.

Professional Development Workshops

While living along Lake Huron’s shoreline is idyllic, it’s not entirely convenient for attending professional workshops. This year, the Chamber organized two workshops.

In addition, the Chamber can often negotiate minimal or special pricing to make these opportunities affordable for small business.

The Phoneography workshop, held in December at Pine Dale Motor Inn, showed attendees how to use their cell phones not only to take photographs, but to edit them with cell phone apps and then post to social media. Phoneography skills help leverage social media opportunities and enhance marketing skill sets. This workshop was just \$100 per person, which is a saving of more than \$40 off of the regular price.

Workplace Safety and Prevention is a legal requirement of all businesses in Ontario. A Certification course was held in April at Smackwater Jack’s Taphouse enabling members to become certified and to obtain workplace safety training for key employees locally. The Chamber negotiated a special price of \$305 per person, which is a \$90 per person saving off the regular price.

2016 Membership Fees

Membership renews annually based on the Chamber's fiscal year (November 1 to October 31). **Membership fees are due November 1, 2015.**

Fees are based on the number of "Full Time Equivalent" (FTE) employees and can be paid by cash, cheque or PayPal.

Early Bird Payment Contest

Pay your membership fees by **September 30** for a

chance to win your 2016 Membership year for FREE!

Post-Dated Cheques

Don't let your Chamber Membership fall victim to your schedule or memory. Send us a post-dated cheque dated for November 1, 2015. Your Chamber benefits remain in place uninterrupted and we'll cash your cheque on Monday, November 2, 2015.

Add-On Businesses

We know a number of business owners run multiple businesses, particularly those seasonal in nature. As well, businesses often share core staff across a number of businesses. Moving to an employee-based fee structure means we can extend chamber membership to ALL businesses owned and operated by a single business owner/group.

The Add-On Business fee is \$25 per business and

extends all the same rights and privileges of membership to that business.

Calculating Full Time Equivalent (FTE)

A full time employee works up to 40 hours per week for 52 weeks. If you have seasonal or part-time staff, calculate the total number of hours per week the staff work and base it on a 40 hour week to identify how many FTE employees you have.

Regular Member Fees

DETAILS & OPTIONS	1 TO 4 EMPLOYEES	5 TO 10 EMPLOYEES	11 TO 45 EMPLOYEES	50+ EMPLOYEES
Regular	\$172	\$216	\$260	\$365
Weblink Upgrade: Add weblinks to website, facebook , twitter or other social media from listing on GrandBendTourism.com	+\$70 ^{Note1}	+\$70 ^{Note1}	+\$70 ^{Note1}	+\$70 ^{Note1}
Full Upgrade: Includes Weblink Upgrade noted above and two photos, Google map, business product/service description on GrandBendTourism.com	+\$89 ^{Note2}	+\$89 ^{Note2}	+\$89 ^{Note2}	+\$89 ^{Note2}
Slideshow Upgrade: Available on Full Upgrade option; include photo slideshow with Business description on GrandBendTourism.com	+\$15 ^{Note3}	+\$15 ^{Note3}	+\$15 ^{Note3}	+\$15 ^{Note3}
Add-On Business option	+\$25 ^{Note4}	+\$25 ^{Note4}	+\$25 ^{Note4}	+\$25 ^{Note4}
Ontario Chamber of Commerce Fee (OCC)	+\$10	+\$10	+\$10	+\$10
All pricing is plus HST				

Note 1: Weblink Upgrade fee includes \$20 discount on banner advertising on GrandBendTourism.com.

Note 2: Full Upgrade fee includes \$20 discount on banner advertising on GrandBendTourism.com.

Note 3: Slideshow Upgrade is a one-time setup fee.

Note 4: Add-On Business Option is per business.

Not-for-Profit Member Fees

Not-For-Profit Membership (regardless of the number of employees)	\$114
Weblink Upgrade: Add weblinks to website, facebook , twitter or other social media from listing on GrandBendTourism.com	+\$70 ^{Note1}
Full Upgrade: Includes Weblink Upgrade noted above and two photos, Google map, business product/service description on GrandBendTourism.com	+\$89 ^{Note2}
Slideshow Upgrade: Available on Full Upgrade option; include photo slideshow with Business description on GrandBendTourism.com	+\$15 ^{Note3}
Ontario Chamber of Commerce Fee (OCC)	+\$10
All pricing is plus HST	

Member listings on GrandBendChamber.ca include weblinks, photos, Google map and business description as part of the base Membership fee.