

MEMBERSHIP BENEFITS & SERVICES 2020

Grand Bend & Area Chamber of Commerce

Since 1957 - the little Chamber that does!

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2020 Member Events

www.grandbendchamber.ca/events

Breakfast with the Mayor

Monday, February 10, 2020:

In addition to the Mayor and Deputy Mayor, representatives from Tourism Sarnia Lambton and Southwestern Ontario Tourism Corporation typically attend. **Cost: \$22 p.p.**

Annual General Meeting

Tuesday, February 25, 2020:

Chamber business continuance event at which new directors are confirmed to the Board; presentation of the financial statements and annual report. **Cost: FREE**

Members' Mixers

Thursday, March 5, 2020

Thursday, April 16, 2020

Thursday, October 8, 2020

Socialize and network!

How's your 30-second elevator speech? Dust off

those business cards. Bring your promotional materials for display. Chamber and Member announcements, and updates from Tourism Sarnia Lambton and Southwestern Tourism Corporation. **Cost: FREE**

Fall Classic Golf Tournament

Wednesday, September 9, 2020:

Showcase your business through sponsorship or prize donations, as well as socialize and network. Funds raised help keep the Welcome Centre open! **Cost: \$99 p.p.**

Celebrate the Season Awards Dinner

Thursday, November 5, 2020:

Our largest event. Celebrate business savvy and community contributions, enjoy a sumptuous meal, silent auction, networking and socializing. **Cost: \$60 p.p.**

Since 1957

Established in 1957 and incorporated in 1975 by George Kadlecik, Peter Haist and Donald Southcott, the Grand Bend & Area Chamber of Commerce is a small yet active Chamber, serving businesses located along Lake Huron's shoreline corridor.

Our Members are located south in Sarnia and north in Goderich, as well as closer to home in Arkona, Dashwood, Exeter, Forest, Grand Bend, Hensall, Ipperwash, Kettle Point, Northville, Parkhill, Port Franks, St. Joseph, Thedford, Varna and Zurich – and all points in between!

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



A Chamber of Commerce is dedicated to protecting and promoting the local business community with the GOAL of helping YOU network and prosper.

2020 Membership Fees – Due November 1

The Chamber's Membership Year runs November 1 to October 31. For new members joining us part way through our fiscal year, membership fees are prorated based on the remaining number of months.

FEES & FTE EMPLOYEES

Fees are based on the number of "Full Time Equivalent" (FTE) employees. FTE employees work 35 to 40 hours per week for 52 weeks. To calculate the full time equivalency of seasonal or part-time staff, add up their total number of hours, divide by 40 hours and then divide by 52 weeks. This means four summer students working full time hours June, July and August add up to one full time equivalent employee.

ADD-ON BUSINESSES

Our employee-based fee structure means we can extend membership to ALL businesses owned and operated by a single business owner or group for just \$35 per additional business. Add-on businesses enjoy all the same membership rights and privileges as the "primary" member business.

EASY WAYS TO PAY

E-TRANSFER: Pay us through online banking. Use info@grandbendtourism.com and the password "sunset" to

EARLY BIRD CONTEST

Renew your membership by Sept. 30, 2019
for a chance to WIN your 2020 Membership for FREE!



DETAILS & OPTIONS	1-4 EMPLOYEES	5-10 EMPLOYEES	11-45 EMPLOYEES	50+ EMPLOYEES
Base Membership Fee	\$195	\$236	\$280	\$385
Not-For-Profit Organization Membership Fee	\$150	\$150	\$150	\$150
Listing on ItStartsAtTheBeach.com	+ \$50	+ \$50	+ \$50	+ \$50
Slideshow: Add a slideshow to your listing. We edit and setup. One-time fee.	+ \$25	+ \$25	+ \$25	+ \$25
Additional Membership for second or third business	+ \$35	+ \$35	+ \$35	+ \$35
Ontario Chamber of Commerce Fee	+ \$10	+ \$10	+ \$10	+ \$10
All Pricing is Plus HST				

the Security Question of
What Are We Famous For?

CREDIT CARD: Go to grandbendchamber.ca/payment and enter the amount to pay. The transaction is completed on PayPal's secure website. You can use PayPal as a guest, you do not need a PayPal account.

CHEQUE: Make payable to "Grand Bend & Area Chamber of Commerce".
Mail to 1-81 Crescent St., PO Box 248, Grand Bend, ON, N0M 1T0

We accept postdated cheques for November 1.

CASH: In person at the Welcome Centre during office hours.

Why Join a Chamber?

NETWORKING: Expand your network with who others know. Networking is marketing. Marketing yourself, marketing your uniqueness, marketing what you stand for.

VISIBILITY: Stand out and get noticed in your community. Take advantage of sponsorship opportunities available through the organization.

CREDIBILITY: Your brand name is only as good as your reputation. Build your reputation through membership.

DISCOUNTS: Increase your purchasing power through members only discounts and perks. A penny saved is a penny earned.

HAVE A VOICE: Gain a say in what happens in local government and other

agencies through Chamber advocacy efforts.

LEARNING: Stay sharp with exclusive training opportunities on a variety of topics.



Marketing & Advertising

Membership Directory

WEB / DIGITAL FORMAT

GrandBendChamber.ca/directory is a searchable database, allowing users to search by name and product or service. Your Member Listing includes:

- Business name,
- Business address,
- Contact names,
- Phone numbers,
- Email addresses,
- Website & Social Media addresses
- 2+ Photographs
- 400+ words of your product and service information.

PRINT (PDF) FORMAT

The print format is available online for download and as a hand-out at the Welcome Centre.

The printed directory includes the Board Directors, staff and volunteers, a membership index by name cross-indexed to business type, and the listings are organized by major categories and sub-categories.

Print Listing includes:

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

YOUR Business on Display

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

We mail out information packages with member brochures or rack cards as a result of a direct request received through our website or phone inquiry.

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

Make sure we have YOUR most up to date brochure or business card on display!

Social Media Mentions

We highlight member businesses on our Facebook and Twitter accounts.

Let us know when you post an event or news. We'll share your posts and help promote your activities.

FACEBOOK PAGE STATS

179,077 - People who have "liked" our page
226,672 "Engaged" users
36,639 - Average monthly total post impressions
5,335 - Average monthly "organic" reach
1,322 - Average daily post impressions
751 - Average monthly "engaged" users

Build Brand Awareness Through Sponsorship

Great brands are aware of the positive benefits of aligning themselves with causes and events. By associating your business with an event, you're shaping attitudes and helping to generate positive reaction to your business. This happens in a variety of ways, including:

Good Neighbour: Local sponsorships are effective in generating goodwill from consumers, because they see the business investing in the community.

Competitor Differentiation: Sponsorship sets you apart from competitors.

Web Badge Ads – Discounted Rates for Members

Web Badge ads display in random rotation at the top right of pages throughout GrandBendTourism.com.

WEB BADGE SIZE: 250 pixels x 250 pixels

CAMPAIGN LENGTH: 3, 6, 9 and 12 month slots. Minimum 3-month buy.

FILE SPECIFICATIONS

- File type: gif, jpg, jpeg, png, swf
- File size: 25kb for standard graphic file; 35kb for Flash/swf

WEB BADGE ADVERTISING SIZES & PRICES

Campaign	Web Badge Size	Member Business
3 months	250 pixel x 250 pixel	\$45
6 months	250 pixel x 250 pixel	\$84
9 months	250 pixel x 250 pixel	\$117
12 months	250 pixel x 250 pixel	\$144

GRANDBENDTOURISM.COM STATS

- 170,969 - number of unique visitors to the site
- 14,247 - monthly average number of visitors
- July 1 - the visitor traffic day on the website



It Starts at the Beach Visitor Guide – Discounted Rates for Members

The most popular visitor activities guide in this area is OURS - ***It Starts at the Beach...and ends where you want!*** This guide is the print and online GO TO source for information about the Greater Grand Bend Area, covering Lambton Shores, South Huron, Bluewater and North Middlesex.

It STARTS AT THE BEACH is an experience-based presentation of what to do and where to go. We distribute 32,500 copies to 68 Ontario Tourist Travel Centres and independently operated welcome centres, and to 240+ locations along the Highway 21 corridor from Sarnia to Goderich at restaurants, hotels, attractions, gas stations, libraries, banks and retailers, including London's Airport, Huron Country Playhouse, Stratford Festival and Blyth Festival.

Thousands of copies are picked up at the Welcome Centres in Grand Bend, Goderich and Exeter.

Advertising is open to ALL area businesses, but only **Members enjoy discounted rates.**

The guide includes 164+ local festivals and events, a pull-out map of Lambton Shores, a regional map of the area covered and downtown maps of Bayfield,

Exeter, Hensall and Zurich.

As an advertiser, you also get:

- Your business location is numbered and marked on a town or area map and listed in the advertisers' index with your phone number, ad's page number and map location
- Ad linked to your website or Facebook page from the online digital version
- Full Year Circulation - with the listing of the area's events January to December, the guide has full-year consumer value
- Free QR Code option

NOTE: The Guide is funded entirely by advertising sales and is not the Chamber's Membership Directory.



2020 ADVERTISING DEADLINE October 18, 2019

VISITOR GUIDE AD	AD SIZE (inches)	MEMBER PRICE
Back Cover	8.125 x 10.875	\$2,500
Inside Front or Back Cover	8.125 x 10.875	\$1,725
Section Kick-Off Pages	8.125 x 10.875	\$1,400
Centre-Fold Page	8.125 x 10.875	\$1,400
Full Page	8.125 x 10.875	\$1,200
Half Page – horizontal	7.25 x 4.5	\$600
Half Page – vertical	3.5 x 9.687	\$600
Quarter Page – horizontal	7.25 x 2.25	\$375
Quarter Page - vertical	3.5 x 4.75	\$375
Sixth Page	3.5 x 3.125	\$250
Twelfth Page	3.5 x 1.5	\$150
Map Ad – Full Back Cover	7.25 x 9.687	\$2,000
Map Ad - Half Page Back Cover	7.25 x 4.5	\$1,000
Map Sponsor - Front Panel	1.5 x 1	\$500
Map Trail Sponsor**	@ 1-inch square	\$99*
Own The Town Sponsor***	@ 1-inch square	\$125
With purchase of quarter page ad. *With purchase of half page ad. No discounts on covers or map ads or trail sponsorships.		
DISCOUNTS		
Early Bird Discount – Save 10% when you book and pay by July 31, 2019		
Multiple Ad Discount – Save 20% on second and succeeding ads		
Charitable Organizations, Service Clubs, Fundraising Events – Save 20%		

Outdoor Message Centre & Map Board

- Discounted Rates for Members

Located in front of the Welcome Centre, just 500m from Lambton Shores' Main Beach, the Outdoor Message Centre & Map Board displays a large map of Grand Bend's business core flanked by two advertising areas. The literature holder is kept stocked with the current visitor guide and major event brochures. The guide pick-up rate indicates 1,000 people view the board on a weekly basis during the summer months.

There are 18 advertising spots available. Spots are sold on a first-come-first-served basis.

CAMPAIGN DETAILS

- Advertising period runs July 1 to June 30
- Your ad can be changed as many times as desired during the advertising period. **Think seasonal promotions!**

AD SPECS

- 13-inches wide by 8-inches tall
- Send a high resolution PDF or JPG to us and we will print on professional stock for FREE!



NEW! ItStartsAtTheBeach.com

Changing the title of the annual visitor guide to "**It Starts At The Beach**" provided greater scope to fully and inclusively promote the area's tourism assets and found traction with visitors, cottagers and residents.

The guide's visual and editorial evolution was inspired by award-winning visitor guides in the United States and Canada. Benchmarking against top-rated publications established a new approach to our marketing efforts. It's now time to transition our tourism-focused website to mirror the "It starts at the Beach" effort with a mobile-friendly re-launch.

Annually, 150,000 unique visitors use our site, and those who search "Grand Bend" or "Grand Bend Tourism" will be automatically sent to our new home "itstartsatthebeach.com". This change will ensure consistent branding and destination marketing, a best practice standard, and can be accomplished with a very small increase in annual fees.

On September 30, **ItStartsAtTheBeach.com** will launch displaying a modern, clean look, a new logo and website name, and a menu that matches and mirrors our visitor guide's editorial sections. A special redirect will ensure anyone typing

"grandbendtourism.com" will arrive at "itstartsatthebeach.com".

Today's travel websites rely heavily on photography and simple menu systems, because of this the business directory's appearance is changing to make it more appealing and easier to use and to increase the information provided. Every member listing will include photography or graphic images, website and social media addresses, an interactive Google map and a new features section. The new features section will list amenities and services as appropriate to the business (such as "pets allowed/not-allowed", "laundry facilities", "air conditioning", food styles.

The cost of having a fully upgraded listing will be shared by all members, providing savings to 72% of members and a small increase to see us host a workshop on, simply let us know! benefit from having this web package available to them, unlike previous years when website and social media marketing was not deemed an absolute requirement for tourism success.

On this year's membership renewal invoice, look for the line "fully upgraded ItStartsAtTheBeach.com listing" - \$50

Professional Development

Workshops, Training & Guest Speakers

The Chamber works to provide learning opportunities covering a variety of subject areas. These are often presented in partnership with other organizations, such as Tourism Sarnia Lambton, Ontario Chamber of Commerce, Sarnia Lambton Workforce Development, Sarnia Lambton Business

Development, Southwestern Ontario Tourism Corporation and the Municipality of Lambton Shores.

Watch for emailed announcements about upcoming workshops, as these are typically provided to our members at very special pricing and locally, not only saving you money but also saving you mileage and driving time!

In the past few years, we hosted workshops on:

- Workplace accessibility
- Workplace Safety & Prevention

- Phoneography
- Social Media Marketing
- Anti-Spam
- Fraud Awareness & Prevention
- Server Training
- Benefits Information Night

If there's a subject you'd like



Chamber Committees

BOARD OF DIRECTORS

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

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

TOURISM MARKETING COMMITTEE

Members liaise with the destination marketing organizations that affect this area and provide local input into municipal, county and regional tourism planning and development.

GOLF TOURNAMENT

Members organize the annual tournament, select the golf course, and help obtain sponsorships.

Chamber Minutes & Documents Online

GrandBendChamber.ca - includes information about Membership, Chamber activities, member events, affinity program details, archived newsletters, business awards criteria and recipients, reports and publications, marketing and advertising programs and AGM and Directors meeting minutes, annual reports, and financial statements.

To access, simply click on the Members Only tab on the menu and enter the username and password provided here.



MEMBERS ONLY ACCESS

Username: ChamberWeb

Password: gbacoc2018

Affinity Programs

Save money on daily business operations

Through the Chamber's Membership in the Ontario Chamber of Commerce, we gain access to affinity programs designed to help you contain operational costs. A number of these programs pay our Chamber a referral fee when YOU sign-up for their product offering. This additional revenue stream helps us keep our membership fee budget-friendly.



Chambers of Commerce Group Insurance Plan®

CHAMBERS OF COMMERCE GROUP INSURANCE PLAN

More than 30,000 small to medium-sized businesses choose the Chambers Plan to protect their employees with comprehensive group benefits, including Health and Dental insurance, making it Canada's #1 employee benefits plan for small businesses. **As a not-for-profit program—all surpluses stay in the Plan and help lower premiums.** The Plan offers you and your employees Life & Disability insurance, Short & Long Term Disability, Health & Dental coverage, Travel Health insurance, Vision Care, Drug plans, Business Overhead coverage, Critical Illness Benefits, Group Retirement Solutions and more.

Rates are based on the average of claims from thousands of similar firms, keeping premiums manageable and predictable and providing stability year after year.

SIGN UP & GET MORE INFORMATION

Contact: 519-235-2740

Katelyn Aitcheson
katelyn.aitcheson@sunlife.com

Kristen Wright-Draper
kristen.wright.draper@sunlife.com

Chamberplan.ca



Purolator provides preferential pricing to Chamber members through their volume discount program. Chamber member discounts start at 25% on Purolator Express® and Purolator Ground® suite of services.

SIGN UP & GET MORE INFORMATION

Purolator.com/occ



CONSTANT CONTACT E-MARKETING SUBSCRIPTION SERVICE

Constant Contact is an online e-marketing subscription service that helps you look professional, connect with your

customers and comply with the latest marketing regulations. Simple to use templates make you look professional and it's easy to stay compliant with their contact management features that handle unsubscribes, bounces and inactive emails.

Chamber Members save up to 25% on an annual subscription.

SIGN UP & GET MORE INFORMATION

Constantcontact.ca

FIRSTDATA POS PROGRAM FOR CHAMBER MEMBERS

Benefit from preferred rates on electronic payment processing services including credit, debit, online payments, mobile commerce, cheque guarantee, and gift cards. Earn a \$1,000 MasterCard gift card if First Data cannot beat your current payment processing fees. All they need to provide you with a quote is a copy of your current statement. Let them do the math!

SIGN UP & GET MORE INFORMATION

firstdata.com/ca/chamber-merchant-services/index.html

Advocacy

PROVINCIAL LEVEL

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

In return for our fees, we gain access to the affinity programs and help support an organization that advocates on behalf of Ontario businesses at the provincial level. They also help member Chambers stay informed on issues.

LOCAL LEVEL

On the local level, directors and staff work with local municipal staff, councilors, and sister business organizations (Forest & Exeter BIAs, South Huron, Zurich & Bayfield Chambers), and tourism marketing organizations (Tourism Sarnia Lambton, Southwestern Ontario Tourism Corporation and RTO4) for the benefit of our members and the greater community.

In the last few years, the Chamber has affected change on a number of issues. Refer to the Annual Report for details and context.

Membership Benefits Summary

MEMBER BENEFIT	DETAILS
Business Networking & Exposure building credibility and visibility	✓ 7 events a year
Sponsorship Opportunities to showcase your business	✓ 7 events a year + Special opportunities
Membership Directory	✓ Print + Digital versions
GrandBendChamber.ca	✓ Complete business listing with website, social media links, Google map, photographs, logo and full business description under appropriate searchable category
GrandBendTourism.com	✓ Complete business listing with website, social media links, Google map, photographs, logo and full business description under appropriate searchable category
Promotion & Referrals at the Welcome Centre	✓ Rack Card or Brochure or Business Card ✓ Inclusion in mailed packages, as appropriate ✓ Your business referred by phone and email ✓ Facebook / Twitter Posts & Shares
Discounted Advertising Rates	✓ Web Badge advertising ✓ Visitor Guide Advertising ✓ Message Centre & Map Board Advertising
Leadership & Professional Development	✓ Board of Directors ✓ Golf Tournament Committee ✓ Workshops, Training & Information Seminars
Affinity Programs & Discounts	✓ Chambers of Commerce Benefits Program ✓ Purolator Chamber Program ✓ Constant Contact e-Marketing Program ✓ FirstData POS Program
Advocacy for Your Business Community	✓ Local, County, Regional & Provincial

2019-2020 BOARD OF DIRECTORS

PRESIDENT: Jeff Pacheco, Oakwood Resort

PAST-PRESIDENT: Glen Baillie, Baillie's Picture Framing

VICE-PRESIDENT: Doug Pedlar, Re/Max Bluewater Realty Inc.

TREASURER: John Choma, Bank of Montreal

SECRETARY: Veronica Brennan, Grog's / MacPherson's Restaurant

DIRECTOR: Matt DeJong, Green Bucks Dollar Store

DIRECTOR: Mike Corrie, Stone House Brewing Co.

DIRECTOR: Valante Karamoutzos

DIRECTOR: Pauline Overholt-Tait, myFM 90.5 Grand Bend/Exeter

GENERAL MANAGER: Susan Mills

1 Eighty-One Crescent St.

Grand Bend, ON N0M 1T0

519-238-2001

1-888-338-2001

info@grandbendchamber.ca

info@grandbendtourism.com

Hours of Operation:

- September to May: Monday to Friday, 9:30am-5:30pm.
- June to August: Monday to Saturday, 10am - 6pm, Sundays noon to 5pm.