

MEMBERSHIP BENEFITS & SERVICES 2022



Grand Bend & Area Chamber of Commerce

Since 1957 - the little Chamber that does!

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THE LITTLE CHAMBER THAT DOES!

Grand Bend & Area Chamber of Commerce is recognized as one of the more active and influential, independent voices for business in the "Grand Bend Area" (we have members from Sarnia to Goderich in the villages and towns of Arkona, Bayfield, Dashwood, Exeter, Forest, Grand Bend, Hensall, Ipperwash, Kettle & Stony Point FN, Northville, Parkhill, Port Franks, St. Joseph, Thedford, Varna and Zurich).

We promote and support our members by offering networking, sponsorship and advertising opportunities, and affinity

programs that support business functions and provide employment advantages. We advocate for the protection and enrichment of our local economic prosperity and quality of life. We focus on the needs of our members, our business environment and community.

Established in 1957 and incorporated in 1975 by George Kadlecik, Peter Haist and Donald Southcott, this Chamber is a small yet active member-supported organization, serving businesses along Lake Huron's shoreline corridor for more than 64 years.

NETWORK! 2022 MEMBER EVENTS

GrandBendChamber.ca/events

Breakfast with the Mayor

Tuesday, February 8, 2022: 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 22, 2022: Chamber business continuance event at

which new directors confirmed to the Board; presentation and acceptance of the financial statements and annual report. **Cost: FREE**

Members' Mixers

Thursday, March 10, 2022
Thursday, April 14, 2022
Thursday, October 13, 2022

Socialize and network!
Dust off your 30-second elevator speech? Dig out 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 14, 2022: ***Showcase your business*** through sponsorship or prize donations, as well as socialize and network. Funds raised help keep the Welcome Centre open!
Cost: \$119 p.p.

Celebrate the Season Awards Dinner

Thursday, November 3, 2022: Celebrate business savvy and community contributions, enjoy a sumptuous meal, silent auction, networking and socializing. **Cost: \$65 p.p.**

2022 MEMBERSHIP DUES – DUE NOV. 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 pro-rated 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 (4) 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@grandbendchamber.ca and the password "sunset" to

EARLY BIRD CONTEST

**Renew your membership by September. 30, 2021
for a chance to WIN your 2022 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
Web Marketing Fee	+ \$50	+ \$50	+ \$50	+ \$50
Slideshow Option: Add a slideshow to your listing. We edit and setup. One-time fee.	+ \$25	+ \$25	+ \$25	+ \$25
Additional Membership Option for second or third business	+ \$35	+ \$35	+ \$35	+ \$35
Ontario Chamber of Commerce Fee	+ \$10	+ \$10	+ \$10	+ \$10

the Security Question of *What Sets Over the Lake?*

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, NOM 1T0

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

**We accept postdated cheques
for November 1, 2021**

WHY JOIN A CHAMBER?

NETWORKING: Expand your network with those other members 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 FORMAT

GrandBendChamber.ca

ItStartsAtTheBeach.ca

On both websites, member listings are searchable, enabling users to find a business by name or category.

Your Listing includes:

- Business name,
- Business addresses,
- 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 online for download and as a handout 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 listings organized by major categories and sub-categories.

Your Print Listing includes:

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

WELCOME CENTRE

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

Welcome Centre space is reserved for member brochures, rack cards and business cards.

Make sure we have YOUR current brochure or business card on display!

SOCIAL MEDIA

We highlight member businesses on our Facebook page (@grandbendtourism).

Let us know when you post an event or news. We will 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

Successful brands align themselves with causes and events. Associating your business with a cause or event generates positive reaction to your business.

Be A 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.

Enhance Relationships: Sponsorships offer perks, such as free tickets and special opportunities. Use perks to build relationships with customers, prospects and partners.

Events Sponsorships

- Mayor's Breakfast: \$249
- Mixer Events: \$249
- Golf Tournament: \$150 to \$1,500.
- Celebrate the Season Awards Dinner: \$1,000.

Call Judy or Barry Johnson to secure a sponsorship:

519-235-4115

519-852-5009

windrosejudy@gmail.com

windrosebarry@gmail.com

ADVOCACY

PROVINCIAL LEVEL

Membership with us gives you membership in the **Ontario Chamber of Commerce (OCC)**. We remit \$10+HST of your membership fee to them. In return, we access affinity programs and help support an organization that advocates on behalf of businesses at the provincial level.

LOCAL LEVEL

Directors and staff work with municipal staff, councilors, and other 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.

PRINT, WEB & DIGITAL WORK HAND-IN-HAND



While on a surface it may seem as if screens control our daily lives, it is important to remember the power of print and how it complements digital and omni-channel marketing efforts. Statistics show consumers still enjoy taking time to flip through crisp pages of colourful images and engaging words that paint vivid pictures in readers' minds. Content designed to resonate and inspire vacation decision-makers to visit the area.

Original editorial and photography developed for the guide are used on the brand-matching website - **ItStartsAtTheBeach.ca**. For more than 30 years, the foundation of area promotion has been the local activities guide - today a glossy coffee-table-quality

IT STARTS AT THE BEACH

The most popular resource of local information for Residents, Cottagers & Visitors!

magazine filled with original and locally developed content. Our stories are told by writers who live and work here. And while we hire a professional photographer, we also solicit user-generated photography that's used throughout the guide. Today's traveller seeks authenticity and that's what we provide.

NEW FOR 2021

NATIVE ADVERTISING

Native advertising is a display ad that looks and feels like the publication's design and format. This type of advertising connects an ad's creative with the colour scheme, layout and font of the editorial content to provide a natural reading experience. When buying a full-page ad you own the page, so leverage the publication's style for your brand.

ASK A LOCAL

In a world of marketing-speak and spin-doctors, authenticity, travelers seek trusted curators to help them plan trips. We are running a campaign to collect residents' recommendations for visitors to the area. Selected recommendations will be used throughout the guide.

SELECT CHEFS

We have GREAT restaurants owned and operated by fabulous chefs. The Taste Explorer section is getting a refresh to talk about area restaurants through soundbites and recommendations from our local chefs.

NOVEMBER 5, 2021

Final date for Advertising,
Payment & Artwork
CALL

Judy Johnson 519-235-4115
Barry Johnson 519-852-5009



53% still use print publications as an information source when travel planning.

70% of potential visitors travel to the destination after receiving the official visitors' guide.

32% say print information influenced their vacation planning.

OUTDOOR MAP & LITERATURE STAND

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

DETAILS

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

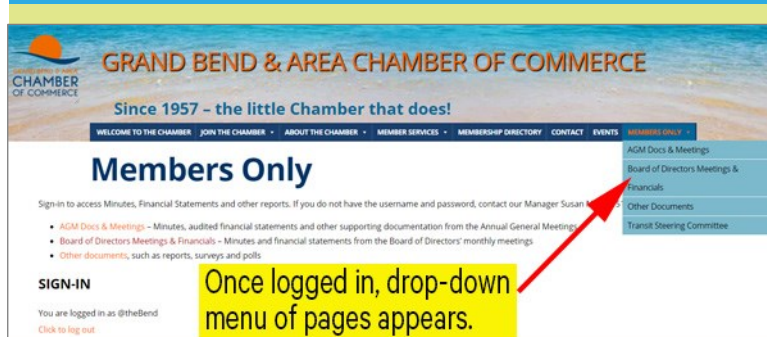
AD SPECS

- 13-inches wide by 8-inches tall
- High resolution PDF or JPG; we print on professional stock for FREE!



Advertising spots sold on a first-come-first-served basis.

CHAMBER DOCS ONLINE



The "Members' Website" is designed to be a reference for potential, new and long-time members. The latest Covid-19 business resources are posted directly from the Front Page to help you find information quickly. In addition to the Members Directory, marketing, advertising and sponsorship opportunities and programs, archived e-newsletters, business awards criteria and recipients and publicly published reports

there's a Members' Only section. In the secured Members' Only section you'll find all of the Chamber's corporate reporting information including Board Minutes and Financial Statements, Audited Financial Statements and Annual Reports.

MEMBERS ONLY ACCESS

Username: ChamberWeb
Password: gbacoc2018

PROFESSIONAL DEVELOPMENT++

Members gain access to workshops, training, guest speakers and webinars at reduced pricing or FREE. Although Covid-19 has interrupted that cycle for 18-months, we hope to bring you professional development opportunities in 2022.

Typically, webinars are provided through our partners, such as Sarnia-Lambton Economic Partnership, Huron County's Economic Development Department and Tourism Sarnia Lambton. We'll share these opportunities with you through emails and online.

HURON COUNTY Business Development Workshops & Events



Funding Opportunities



LAMBTON COUNTY Business Enterprise Centre of Sarnia-Lambton



Sarnia Lambton Business Development – Financing Options



AFFINITY PROGRAMS

SAVE MONEY ON DAILY BUSINESS OPERATIONS

Our Chamber's Membership in the Ontario Chamber of Commerce (OCC) provides YOU access to programs to help you contain operational costs. A few of these programs pay our Chamber a referral fee when YOU sign-up for their offering. This revenue helps keep membership fees budget-friendly.

CHAMBERS OF COMMERCE GROUP INSURANCE PLAN

More than 30,000 businesses choose the "Chamber Plan" to protect their employees with 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

Pam Egli
pam.egli@sunlife.com

Chamberplan.ca

PUROLATOR'S DISCOUNT AFFINITY PROGRAM

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.

USE THIS QR CODE TO ACCESS THE CHAMBER REFERRAL POINT



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 by the Membership 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.

GOLF TOURNAMENT

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

2021-2022 BOARD OF DIRECTORS & STAFF

PRESIDENT: Jeff Pacheco, Oakwood Resort

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

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

TREASURER: Andrew Pulford, Bank of Montreal

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

DIRECTOR: Matt DeJong, Green Bucks Dollar Store

DIRECTOR: Darren Boyle, myFM 90.5 Exeter / Grand Bend

DIRECTOR: Don Windsor, Riverbend Pizzeria

DIRECTOR: Mark Perrin, Tourism Sarnia Lambton

MANAGER: Susan Mills, info@grandbendchamber.ca,

519-238-2001, 1-81 Crescent St., Grand Bend, ON, N0M 1T0