



GOTHENBURG
CHAMBER OF COMMERCE



**PROUD
PASSIONATE
PROGRESSIVE**

GOTHENBURG CHAMBER OF COMMERCE BOARD OF DIRECTORS

PRESIDENT – Ty Schurr, Gothenburg State Bank

PAST PRESIDENT – Matt Olsen, Edward Jones Investments

TREASURER – Yvette Joy, First State Bank

Heather Combs Platter, Gothenburg Health

Dr. Kimberly Johnson, Gothenburg Eyecare & Optical

Katie Koopman, Gothenburg Health

Brian Riley, Baldwin Filters

Janell Rossen, Country Partners Cooperative

Lindsey Tederman, Charm Boutique

Jim Widdifield, Gothenburg Public Schools

GIC REPRESENTATIVE – Scott Bartels, DuPont Pioneer

CITY REPRESENTATIVE – Bruce Clymer, City Administrator

OFFICE MANAGER – Deb Egenberger

OUR MISSION

The mission of the Gothenburg Chamber of Commerce is to provide strong leadership to its business community and to assist future growth and development in a changing economic environment.



GOTHENBURG

WHAT DOES THE CHAMBER DO?

- The Chamber facilitates partnerships between business professionals, community volunteers and local and state governments to accomplish collectively what cannot be accomplished individually.
- The Chamber serves as an information and referral center for the community and for businesses and individuals outside the community.
- The Chamber is a nonprofit city-wide organization engaged in promoting business, publicizing the community and attracting new residents, businesses, industry and tourism to town.
- The Chamber offers an ever-changing menu of free webinars and workshops to develop the continued success of our partner businesses and their employees.
- The Chamber utilizes its thousands of connections on social media to recognize, congratulate and support our partner businesses.
- The Chamber works with new businesses to facilitate introductions and provide direct access to public agency representatives, financing programs, individualized business development assistance and more.
- The Chamber establishes business marketing campaigns and makes them available to all partner businesses so they can take advantage of collective advertising opportunities.
- The Chamber constantly looks for new ways to meet the needs of our partners, adding benefits and changing focus as needed.
- The Chamber serves as a hub of information about community activities, keeping an ever-changing calendar of events.
- The Chamber sponsors regular legislative forums with the District 36 senator.
- The Chamber hosts fundraising events such as Beef, Wine & More to support ag scholarships for graduating seniors.
- The Chamber sponsors a variety of community events such as city-wide garage sales, farmers market, Munchkin Masquerade and the annual Harvest Festival.

18 COMMITMENTS FOR 2018

1 The Chamber serves as a giant hub of information. When callers or visitors ask us for our recommendations, we will refer Chamber partners first, providing an opportunity to reach new customers.

2 You get out of any networking opportunity what you put into it. Business owners and their employees will have a chance to participate in events that connect them with other businesses and potential customers.

3 A weekly e-newsletter allows our Chamber partners to stay up-to-date on activities in Gothenburg, new business promotions, Chamber award winners and what's going on across the county.

4 The Chamber's strength is certainly in its partners. By building relationships with local business men and women, the Chamber will become a united voice for the community.

5 Partners can enhance their social media presence with almost 1,000 Chamber Facebook friends, in addition to our followers on other social media sites. We will share events and good news from our partners, reaching up to 2,000 more viewers.

6 On the Chamber's website, our partner businesses are listed by category and alphabetically in a directory that can be searched by the public. Each business can have as many as five category listings.

7 We also list our partner businesses in the annual Gothenburg Visitors Guide, getting business names in front of approximately 1,500 tourists and newcomers each year.

8 Business partners can add events to the Chamber's online community calendar for free or we will do it for you.

9 New Chamber partners get instant publicity with the option of a ribbon-cutting, First Dollar Award and promotion through email and on social media.

10 Traffic Catcher Sites give all of our partners the option for one more avenue to reach potential customers. Build it yourself or we will build it for you.

11 Partners can use the Chamber's free online classified ad listings to search for new employees, rent property or even sell excess equipment. We offer as much assistance as you need.

12 No doubt, postage is expensive. Our partners can catch a break by using the Chamber's bulk mailing permit for those large jobs like sending out brochures or postcards.

13 The Chamber houses a business card display to share our partners' contacts with visitors and newcomers. Partners can also display brochures in the office.

14 Sponsoring events puts businesses in the spotlight while showing their support for the Chamber, the community and their customers. Sponsorship will get you noticed.

15 Not everyone knows the best way to prepare a press release for an upcoming event, a new employee or big business news. The Chamber can help.

16 Need a flyer but don't have the graphic design skills to accomplish it? How about a nice business photo done quickly? The Chamber will handle simple projects for you.

17 As a Chamber partner, businesses have online access to the directory, including the ability to download and print mailing labels from our registry any time of day or night.

18 We know when folks shop local, they support the Gothenburg economy. Chamber partners can help push the "shop local" concept by giving and redeeming Swede Bucks.

SPECIAL PARTNER LEVELS

ENTREPRENEUR

\$150 ANNUAL
CONTRIBUTION

This level of support is designed for home-based businesses with no store front, including our partners in the ag industry. It is also for a second business under the same ownership as a business that has joined at a higher investment level. Business partners at this level receive all core benefits, plus unlimited use of the Chamber's bulk mail permit for a \$20 fee.

FRIEND of the CHAMBER

\$120 ANNUAL
CONTRIBUTION

This level of investment is intended for individuals and is a great way for those who support the efforts of the Chamber to remain involved without being employed by a member business. Names are not included in the online or printed directories. Individual at this level receive all core benefits, plus unlimited use of the bulk mail permit for a \$20 fee.

NONPROFIT ORGANIZATION

\$75 ANNUAL
CONTRIBUTION

Organizations that are supported through charitable giving or government grants, are religious in nature or for scientific or literary activities may partner with the Chamber at the nonprofit level. These organizations receive all core benefits, plus have unlimited use of the Chamber's bulk mail permit for a \$20 fee.

COMPARE PLANS

TITANIUM	PLATINUM	GOLD	SILVER	BRONZE	BASE	\$2,500	\$500 Beef, Wine & More Sponsorship credit
							Logo on all social media sites
							Logo on footer of all pages of Chamber website
							Concierge service for employee recruitment
							Logo included in Chamber email signature
						\$1,500	VIP seating for Chamber events
							One Ambassador membership at no cost
						\$1,000	Business logo on weekly email update
						\$800	Business information in welcome packets
							20 discounted radio ads
						\$600	Email news blast for special business event
						\$300	Use of bulk mail permit
							Graphic design & photography for publicity
							Free vendor space for Harvest Festival & Farmers Market
							Business name listed on weekly email update
							Community tours



Monthly, quarterly and semi-annual payment plans are available on base level and higher. Monthly investment plans require automatic account transfers.



1001 Lake Ave.
Gothenburg, NE 69138



308-537-3505



www.gothenburgdelivers.com



chamber@gothenburgdelivers.com