

GOTHENBURG

CHAMBER OF COMMERCE

2021

**PROUD
PASSIONATE
PROGRESSIVE**

BOARD OF DIRECTORS

Gothenburg
Chamber
of Commerce

PRESIDENT – Rebecca Steward, Gothenburg Leader

VICE PRESIDENT – Allison Jonas, Gothenburg Public Schools

TREASURER – Travis Anderson, 1st State Bank

Tony Collins, Wild Horse Golf Club

Alec Foster, Flatwater Bank

Andrew Knust, Gothenburg Health

Deanna Miller, Dee's Floral & Gifts

Matt Olsen, Edward Jones Investments

Logan Ricley, Central Nebraska Public Power & Irrigation

Mark Watje, Curbtender Inc.

GIC REPRESENTATIVE – Helen Cool, 1st State Bank

CITY REPRESENTATIVE – Gary Greer, City Administrator

EXECUTIVE DIRECTOR – Deb Egenberger

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.

**OUR
MISSION**



REASONS TO JOIN THE CHAMBER

■ CREDIBILITY

You can increase positive perception among consumers and other business owners when you are identified as a member of the Chamber of Commerce.

■ VISIBILITY

As a Chamber member, you will be listed in the searchable online directory, weekly e-newsletter and visitors guide. Plus, you can sponsor Chamber events.

■ EXPANDED NETWORK

The Chamber has many committees and hosts a variety of events. Getting involved broadens your network and your professional development opportunities.

■ CUSTOMER REFERRALS

The Chamber receives calls every day from individuals looking for various services. Members get priority referrals.

■ PROMOTION & PUBLICITY

The Chamber promotes the community and all of its member businesses to attract new residents, businesses and tourists. Regular ad campaigns are offered free to Chamber members.

■ NEWS & INFORMATION

The Chamber serves as a hub of information for community activities. Weekly newsletters sent via email include member information, business opportunities and upcoming events.

■ PROFESSIONAL DEVELOPMENT

The Chamber is partnering with the Sun Theatre to offer a series of personal and professional development presentations that will be free to all Chamber investors.



NEW!

COMPARE INVESTMENT LEVELS

■ TITANIUM ■ Includes all benefits from lower levels

- \$500 event sponsorship credit
- Logo included on all Chamber social media and footer of Chamber website
- Logo printed on canvas and displayed on the wall in the Chamber lobby
- Special concierge services for talent recruitment and new employees
- Logo included in the signature of all Chamber emails

\$2,500

■ PLATINUM ■ Includes all benefits from lower levels

- VIP recognition and/or special seating at Chamber events
- One free Ambassador membership (\$40 value)

\$1,500

■ GOLD ■ Includes all benefits from lower levels

- Business logo included in weekly e-newsletter
- Bold listing in Visitors Guide and Chamber Directory

\$1,000

■ SILVER ■ Includes all benefits from lower levels

- Promotional item included in relocation & welcome packets
- Mobile app development, text messaging & Google setup

\$800

■ BRONZE ■ Includes all benefits from lower levels

- Discounts available on radio advertising at local stations
- Email news blast specific to your business (4 yearly)
- Member mailing labels printed once annually

\$600

■ BASE ■

- Free use of bulk mail permit
- Graphic design & photography for publicity
- Free vendor space at all Chamber events
- Business name listed on weekly e-newsletter
- Community tours for recruiting
- Use of Chamber conference room
- Business Builder 360 basic account

\$300

Whether you are an entrepreneur, a nonprofit organization, a small business owner or a large corporation, the Gothenburg Chamber of Commerce has an investment level to meet your needs.

■ ENTREPRENEUR ■

\$150 ANNUAL CONTRIBUTION

The entrepreneur level is designed for home-based businesses with no store front, including our partners in the ag industry. It is also a way to add a second business under the same ownership as a business that has joined at a higher investment level. Chamber investors 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.

■ NONPROFIT ORGANIZATION ■

\$75 ANNUAL CONTRIBUTION

Organizations that are supported through charitable giving or government grants or are religious in nature may partner with the Chamber at the nonprofit level. These organizations receive all core benefits and can use the Chamber's bulk mail permit free twice a year.

2021

OUR COMMITMENTS



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

▶ We know that businesses sometimes struggle to keep up as technology advances. Want an app for your business or a simple way to communicate with your customers via text messaging? We can do that.

▶ You will get out of any networking event what you put into it. Business owners and their employees have the opportunity to participate in many activities that connect them with other businesses and potential customers.

▶ A weekly e-newsletter allows 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.

▶ The Chamber's strength lies in its partners. We build relationships with local businesses so the Chamber can offer a united voice when advocating for commerce in the community.

▶ Investors can enhance their social media presence with more than 1,600 Chamber Facebook followers, in addition to those on other social media sites. We share events and good news for partners, reaching thousands of viewers.

▶ On the Chamber's website, our partner businesses are listed by category as well as alphabetically in a directory that can be searched by the public. Businesses can appear in up to five different categories.

▶ We also list our partner businesses in the annual Gothenburg Visitors Guide, getting business names in front of about 1,750 tourists and newcomers each year.

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

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

▶ 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.

▶ Partners can use our 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.

▶ Postage is expensive. Investors can catch a break by using the Chamber's bulk mailing permit for those large jobs like sending out brochures or postcards.

▶ The Chamber houses a large business card display to share our partners' contacts with visitors and newcomers. Businesses can also display their brochures in our office.

▶ 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.

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

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

▶ Chamber partners have online access to the business directory, including the ability to download and print mailing labels from our registry any time of day or night.

▶ We know when folks shop local, they support our Gothenburg economy. Swede Bucks help Chamber partners push the "shop local" concept.

▶ Being a Chamber partner gives your business more power. We're always stronger and can accomplish more when we work toward common goals together.





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