



GOTHENBURG

CHAMBER OF COMMERCE

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BOARD • OF • DIRECTORS

The Gothenburg Chamber of Commerce is governed by a board of directors consisting of no more than 12 members: nine elected by the membership, one each from the City of Gothenburg, and Gothenburg Improvement Company, and the immediate past president. Members are elected for a term of three years and can serve two terms.



2024 • PRESIDENT

Rebecca Steward

Gothenburg Public Schools

Rebecca began serving on the Chamber board of directors in 2021, taking on the president role in her first year due to a board vacancy. She has served on the membership and events committees.

Tony Collins, Wild Horse Golf Club

Alec Foster, Flatwater Bank

Jessie Hruza, The Sun Theatre

Andrew Knust, Gothenburg Health

Katie Lauer, Dayspring Bank

Tomye McKenna, Gothenburg Public Schools

Michael Peterson, Fresh Seasons Market

Logan Ricley, Central Nebraska Public Power & Irrigation

Mark Watje, Curbtender Inc.

Helen Cool, Dayspring Bank (GIC Representative)

Gary Greer, City Administrator (City Representative)

Deb Egenberger, Executive Director

OUR • MISSION

The Gothenburg Chamber of Commerce **serves** and **collaborates** with local businesses, organizations, and people to continually enhance community **vitality**.

REASONS • TO • INVEST

● CREDIBILITY

You can increase positive perception among consumers and other business owners when your business gets identified as part of the Chamber of Commerce.

● VISIBILITY

As a Chamber investor, your business 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. Investors get priority referrals.

● PROMOTION & PUBLICITY

The Chamber promotes the community and all of its investor 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 investor information, business opportunities and upcoming events.

COMPARE • 2024 • INVESTMENT • LEVELS • & • BENEFITS

● 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

\$2,600

● PLATINUM ● Includes all benefits from lower levels

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

\$1,600

● GOLD ● Includes all benefits from lower levels

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

\$1,100

● SILVER ● Includes all benefits from lower levels

- Promotional item included in relocation & welcome packets
- App development for subscriber communication & Google setup

\$850

● BRONZE ● Includes all benefits from lower levels

- Email news blast specific to your business (4 yearly)
- Member mailing labels printed once annually

\$625

● 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
- Free use of Chamber conference room
- Free online classified ads
- 10% discount on advertising in visitors guide magazine

\$325

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

ENTREPRENEUR \$160 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 use of the Chamber's bulk mail permit twice a year.

FRIEND • OF • THE • CHAMBER \$130 ANNUAL CONTRIBUTION

This level of investment is intended for individuals and is a great a 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.

OUR 2024 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.

● 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 2,500 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 2,500 tourists and newcomers each year. Our Chamber investors receive a 10% discount on advertising in the magazine.

● 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 Awards and promotion through email and on social media.




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 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.



Shopping local supports our Gothenburg economy. Swede Bucks help Chamber partners reinforce the "shop local" concept. We sold more than \$30,000 in Swede Bucks last year.



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



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