



Chamber 101

What is a Chamber of Commerce?

- ▶ **501 C 6 IRS classification**
- ▶ **Funded primarily by membership dues and non-due items such as sponsorships, events and fundraisers.**
- ▶ **We are a voluntary organization of the business community that unites the efforts of business and professional individuals to improve the economy, build a better community, and enable individuals to accomplish collectively what no one person or organization can do individually.**

What we are not!



- ▶ A department of city, county, or state government
- ▶ A political body, civic club, or professional society
- ▶ Service, welfare, or charitable institution
- ▶ A public relations agency
- ▶ An agency of the Ohio Chamber of Commerce or the US Chamber of Commerce

Why be involved with the Chamber?



- ▶ **Networking Opportunities**
- ▶ **Programs, Activities, and Events**
- ▶ **Credibility and Community Exposure**
- ▶ **Benefits & Promotional Opportunities**
- ▶ **Community Support – Good Neighbor**
- ▶ **Business Advocacy**
- ▶ **Recognition & Corporate Identity**
- ▶ **Increase Revenue and Raise Visibility**
- ▶ **Cost-Effective Business Savings**
- ▶ **Input on Community Issues and Development**

Chamber's Mission and Purpose

- ▶ Mission: “To Serve As The Catalyst That Creates The Best Possible Environment For Business”
- ▶ Purpose: “We Are Organized To Foster, Promote, and Develop The Advancement Of The Commercial, Financial, Industrial, Professional, and Civic Interests Of Salem and The Greater Salem Area”

Chamber's Slogan and Motto

► SLOGAN:

“BUSINESSES UNITING FOR A BETTER COMMUNITY”

► MOTTO:

**AT THE SALEM CHAMBER, WE KEEP IN P-A-C-E
WITH OUR MEMBERSHIP!
WE ARE COMMITTED TO
PROMOTE, ADVOCATE, CONNECT, AND EDUCATE
FOR OUR CHAMBER MEMBERS.**

Chamber Governance

- ▶ Governed by a 19-member Board of Directors elected by the Membership with 4 Ex-Officio members - Meets the 1st Friday of each month @ Noon
- ▶ The Chamber has a full-time Executive Director & a part-time Administrative Assistant



Chamber Leadership

Officers include:

President

1st Vice President

2nd Vice President

Treasurer

Past President



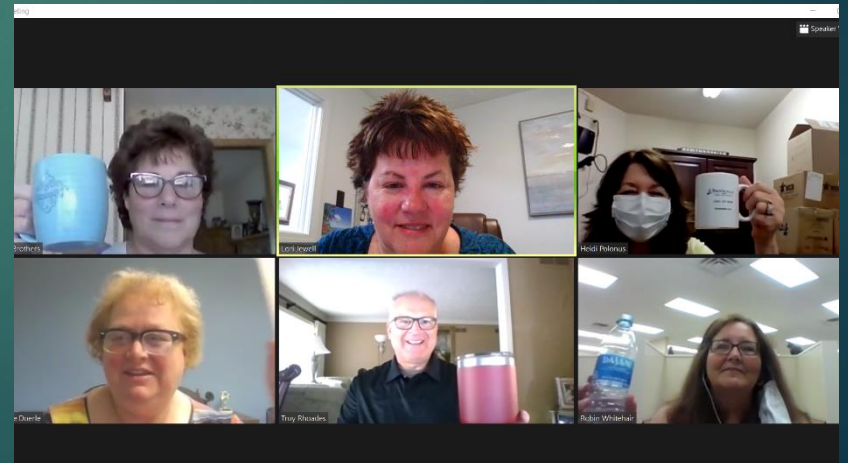
Chamber Committees

- ▶ Annual Meeting
- ▶ Beautification
- ▶ Budget & Finance
- ▶ Community Events (Quakerfest & Christmas Parade & Christmas Light Up Activities)
- ▶ Downtown Dining Experience
- ▶ DORA
- ▶ Entranceway
- ▶ Fundraising
- ▶ Golf Outing
- ▶ Marketing
- ▶ Membership
- ▶ Salem Area Safety Council
- ▶ Travel



Networking Opportunities

- ▶ Educational Meetings
- ▶ Business After Hours
- ▶ 12 @ 12
- ▶ Chamber Happy Hour
- ▶ Special Networking Events



Signature Events

- ▶ Annual Meeting
- ▶ Golf Outing
- ▶ Downtown Dining Experience



Community Events

- ▶ Spring Clean Up Day
- ▶ Quakerfest
- ▶ Christmas Light Up Night
- ▶ Christmas Parade
- ▶ Small Business Saturday

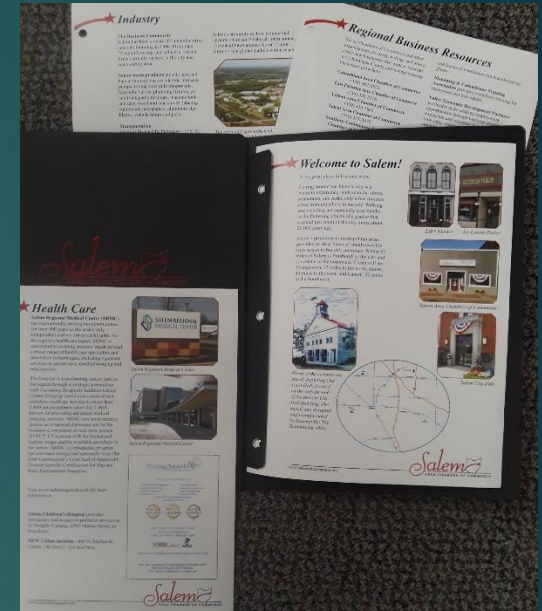


Member Benefits

- ▶ Chamber Anthem Blue Cross/Shield Health Plan
- ▶ Workers Compensation Group Rating Program
- ▶ Personal and Business Insurance Discounts/Programs
- ▶ Certificate of Origin Creation
- ▶ Mailing Lists and Free Labels Available to Members
- ▶ Postage Savings via Bulk Mailing Stamp
- ▶ Brochure and Other Resource Dissemination
- ▶ Referrals of YOUR Business or Organization
- ▶ Free Meeting Room Usage
- ▶ Free Advertisements in Newsletter/Facebook
- ▶ Community Outreach

“P” Stands for PROMOTION Gain Visibility !

- ▶ Free Chamber Website Listing
- ▶ Social Media Opportunities
- ▶ Chamber Newsletter
- ▶ Front Lobby Resource Racks
- ▶ Welcome Packets – Quality of Life Booklets
- ▶ Advertising Options
- ▶ Shop Local Efforts
- ▶ Beautification Efforts
- ▶ Marketing Sponsorships (Available in February)





“A” Stands for ADVOCACY

- ▶ **Information Source on Financial Assistance Opportunities**
- ▶ **Support for Community Issues & Initiatives**

“C” Stands for CONNECTION

Become Better Connected !

- ▶ Ribbon Cutting Events
- ▶ Business After Hours
- ▶ 12 @ 12
- ▶ Chamber Networking Activities
- ▶ Chamber Committees



“E” Stands for EDUCATION Get in the Know !

- ▶ Educational Seminars
- ▶ Salem Area Safety Council
- ▶ Community Issues
- ▶ Community Resources
(Available in Chamber Office)



Recognitions

- ▶ Beautification: Yard/Business Awards & Sunflower Awards
- ▶ Outstanding Citizen, Business, & Non-Profit of the Year Awards
- ▶ Salem Area Safety Council Awards



More Recognitions

- ▶ Membership Plaque & Salem Chamber Cling
- ▶ I Love Salem Campaign



Working Collaboratively

- ▶ SOD Center - (Sustainable Opportunity Development Center) - Economic Development Partner
- ▶ Downtown Salem Partnership
- ▶ Columbiana County Chambers
- ▶ City of Salem Projects
- ▶ SBDC – Small Business Development Center