



# Green Bay Area Chamber of Commerce scorecard

The benefits of being a member of the Green Bay Area Chamber of Commerce are numerous and invaluable. We repeatedly hear that the connections, reach and relationships our members develop are priceless.

Here are a few examples of the quantifiable, bottom-line benefits of Chamber membership:

## MEMBER DISCOUNTS

### Smart Business Savings/Group Purchasing, Inc. (GPI)

**\$1.76 million**

Members who enrolled in and took advantage of these exclusive benefits in 2008 each saved an average of:

- Office Depot –\$333
- Cellcom – \$351 (average of 20% savings)
- AT&T/landline business phone - \$370
- Wisconsin Public Service natural gas - \$700
- Associated Merchant Card Services - \$1,100
- Healthy Lifestyles Cooperative - \$11,000

Collectively, they saved \$1.76 million by buying endorsed products in 2008.

## BUSINESS EXPOSURE OPPORTUNITIES AND SAVINGS

### Web site business description

Members can pay \$35 per year for an extended description of their business (up to 50 words) in our online business directory at [titletown.org](http://titletown.org). Compare this presence online, accessed by thousands of people, to the cost of a comparably sized ad in print media would cost upwards of \$1,000.

**\$1,000+**

### Web site click-thrus via [titletown.org](http://titletown.org) online business directory

In 2008, visitors to [titletown.org](http://titletown.org) searching our online business directory clicked through to hundreds of member businesses' Web sites – to the tune of 221,105 clicks!

**221,105**

### Unique visitors to [titletown.org](http://titletown.org)

637,500 unique visitors accessed [titletown.org](http://titletown.org) last year, checking out information on programs, events, benefits and more. Members' banner ads can be placed on key pages of the Web site for just \$600 a year, providing access to thousands of potential customers.

## Chamber member mailing labels/CD

Members can purchase a mailing list of fellow members' addresses for targeted direct mailings for \$175, a savings of 50 percent off the non-member price. The list is ideal for multiple mailings and can be sorted by ZIP Code, number of employees or other criteria.

## The Business News feature

Member businesses featured in a Member Spotlight story in the Chamber's section of each issue of The Business News – valued at \$1,935.

**\$1,000**

## NationJob job listings

Chamber members can post local jobs on the NationJob Web site for free. Chamber members posted 4,171 jobs on the Chamber's job page in 2008, saving \$1,218,800 thanks to Community Job Network, hosted by NationJob.com.

## Publicity for ribbon cuttings and groundbreakings

We promote member business grand openings, ribbon cuttings and groundbreakings, of which the Chamber is a part, in our Friday Report newsletter for FREE. If you coordinate your ribbon cutting, groundbreaking or grand opening with us, we can provide Chamber ambassadors for your event as well as a current media list so you can properly promote the event. The up-to-date media list alone is worth \$100.

**\$500-\$1,000**

## Publicity for awards, new developments, etc., in our Friday Report

We exclusively promote member businesses' honors, awards, new hires, promotions, etc., in the Friday Report business briefs for FREE. The Friday Report reaches more than 3,000 members every other week.

## Networking exposures

One of the most prominent benefits of Chamber membership is the qualified and targeted networking opportunities. In 2008, the Chamber hosted a number of networking opportunities, including the Business Expo; monthly Business & Breakfasts, Business After Hours, Power Networking Breakfasts; annual meeting; Golf Classic; Welcome Back Packers Luncheon; Manufacturing Awards of Distinction and many more, participated in by more than 10,000 attendees.

**10,000+**

## OTHER PRICELESS BENEFITS

### Government and community affairs

Chamber lobbyists watch the political arena, alert you about pending regulations that may affect your business and take your concerns to public officials.

### Chamber credibility

When consumers know a business is a Chamber member, they are 44 percent more likely to think favorably about it and 63 percent more likely to purchase goods or services from the company in the future, according to a 2007 study by The Schapiro Group.

### Free subscriptions to the Chamber's *BBJ* magazine and *The Business News*

Valued at \$36 per year.

### Vital facts

The Green Bay Area Chamber is comprised of approximately 1,500 member businesses who employ 94,000 employees.



To learn more about taking full advantage of your Chamber benefits, please contact us at (920) 437-8704.

**[titletown.org](http://titletown.org)**