



Bedford County *Chamber of Commerce*

Leading Businesses. Leading Communities.™

MEMBERSHIP MENU

Bedford County Chamber of Commerce
Bedford County Chamber Foundation
Russell House Business & Education Center
203 S. Juliana Street
Bedford PA 15522
Phone: 814-623-2233
Fax: 814-623-6089
Email: director@bedfordcountychamber.org



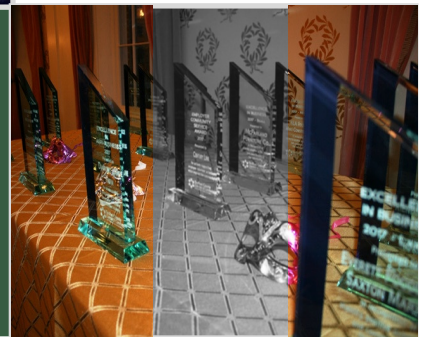
Leadership



Advocacy



CONNECTING
&
BUILDING
BUSINESS



Marketing



Economic
Prosperity



Education



Networking



Workforce
Development



Bedford County Chamber of Commerce

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"The voice of business and professionals in our region for more than three decades, the Chamber supports policies, initiatives, programs and events that foster a positive business climate through job creation and economic development. The Chamber also supports innovative ideas to educate, attract and retain a quality workforce.

The Chamber is the bridge that links businesses, organizations and residents together with forward-thinking programs that strengthen our long-term economic vitality, business success, entrepreneurship and quality of life, appreciating and celebrating our region as a wonderful place to live, work, play and prosper."

- Kellie Goodman Shaffer, President/CEO
Bedford County Chamber of Commerce

A not-for-profit membership organization, the Chamber provides the leadership to achieve a diverse, balanced economy that enhances the quality of living and working in our region.

The Bedford County Chamber of Commerce exists to be....

THE CATALYST FOR BUSINESS GROWTH

THE CONVENER OF LEADERS & INFLUENCERS WHO MAKE THINGS HAPPEN

THE CHAMPION FOR A STRONGER COMMUNITY

Offering members opportunities for: issues-engagement, exposure, education, networking, savings, workforce/employee development, and supporting & strengthening our communities.

MEMBERSHIP INVESTMENT LEVELS

\$5,000

\$2,500

\$1,100

\$626

\$525

\$250



FOUNDER'S CIRCLE

EXECUTIVE

INVESTOR

Cost-Per-Member Benchmark

PREMIUM

BASIC

FOUNDER'S CIRCLE

\$5,000
ANNUAL INVESTMENT

Your Founder's Circle Membership offers exclusive positioning while supporting our mission to strengthen the regional economy through visionary initiatives.

POSITIONING IN OUR REGION

- ☐ Sponsor Recognition for Leadership Bedford County and XLBC (Extreme Leadership Bedford County); as well as BASICS Workforce Development Programs (Businesses & Schools Investing in Cooperative Solutions)
- ☐ Visionary Company profile on Chamber website: BedfordCountyChamber.com and feature article and/or video vignette discussing company's regional economic and community footprint
- ☐ Permanent Rotating Logo on the home page of BedfordCountyChamber.com and recognition in Chamber marketing materials and the Annual Dinner and Awards Celebration as one of our most visionary members, included in the Founder's Circle
- ☐ Invitation to the annual *President's Roundtable*, a forum for executive-level leaders of the region.

EXCLUSIVE ACCESS

- ☐ Reserved Seats (2) at John Anderson Distinguished Speaker Series Events
- ☐ Exclusive Dinner or social event hosted by the Chamber with your spouse or guest along with other Founder's Circle Members
- ☐ Up to 5 additional businesses, locations or categories on Chamber website (\$1,250 value)
- ☐ \$1,000 Founder's Circle Scholarship to Leadership Bedford County or recognition for two (2) sponsored students in Youth Leadership Bedford County

PLUS ALL OF THE SERVICES AND BENEFITS OF EXECUTIVE, INVESTOR, PREMIUM AND BASIC LEVEL MEMBERSHIPS LISTED ON THE FOLLOWING PAGES.



"The Chamber of Commerce provides leadership for big-picture initiatives vital to the future success of local business and our region."

-- TIM WEAVERLING
RWR Insurance



Bedford County
Chamber of Commerce

SUPPORT OUR EFFORTS TO REPRESENT YOUR BUSINESS INTERESTS IN GOVERNMENT

EXECUTIVE

\$2,500
ANNUAL INVESTMENT

Executive-level members gain insight into the inner-workings of our region through carefully-crafted programs that make the most of your time and resources.

POSITIONING IN OUR REGION

- ☐ Digital Sponsor Package (website, email, display) (\$1,800 value)
- ☐ Legislative roundtables twice annually with elected officials (thoughtful conversations about making our region as successful as possible.)
- ☐ Your choice of a \$500 Executive Scholarship to the Leadership Bedford County program OR recognition as a student scholarship sponsor of the Youth Leadership Bedford County (YLBC) program.
- ☐ Recognition at the Chamber's Annual Dinner and Awards celebration as an Executive Level member (in print program and event PowerPoint.)

ACCESS & SERVICES

- ☐ Season Tickets (2) for the *Government: It's Your Business* Speaker Series, including the NEW Legislative Reception (\$350 value)
- ☐ Additional businesses, locations or categories, up to three (\$750 value)
- ☐ Personal membership concierge and customized membership marketing plan
- ☐ Registration for one as part of the Chamber's delegation to the PACP Chamber Day at the Capitol,

PLUS ALL OF THE SERVICES AND BENEFITS OF THE INVESTOR, PREMIUM AND BASIC LEVEL MEMBERSHIPS LISTED ON THE FOLLOWING PAGES.



The Chamber leads the conversation about issues important to our area and provides many opportunities to make a difference.

-- GARRY GOSS
Structural Fiberglass, Inc.



Bedford County
Chamber of Commerce

SUPPORT OUR EFFORTS TO TAKE ACTION FOR THE BENEFIT OF OUR COMMUNITY

INVESTOR

\$1,100

ANNUAL INVESTMENT

Investor membership puts your business among an elite group of investors helping the Chamber to maximize our mission for the benefit of our community.

BUILDING OUR COMMUNITY

- ☐ Exclusive Annual *Breakfast with the Board* of Directors of the Chamber and Chamber (Education) Foundation, a powerful *State of the County* roundtable during the January reorganizational meeting
- ☐ Sponsorship recognition for the Chamber Foundation's career exploration programming For Jr/Sr high school students
- ☐ Annual Digital Marketing Package (\$900 value)
- ☐ Recognition at the Chamber's Annual Dinner and Awards celebration for Investor Membership level (in print program and event PowerPoint)
- ☐ Two (2) complimentary tickets to the annual Business Community Showcase Networking Luncheon

ACCESS & SERVICES

- ☐ Networking Package: complimentary admission to Business After Hours events for you and your employees; four (4) tickets to the Chamber's Quarterly Membership Meeting Series.
- ☐ Early registration to Annual dinner, Golf Outing
- ☐ Additional businesses, locations or categories, up to two (\$500 value)
- ☐ Complimentary Use of the Chamber Conference Rooms at the Russell House Business & Education Center (as available/reservation required)

PLUS ALL OF THE SERVICES AND BENEFITS OF THE PREMIUM AND BASIC LEVEL MEMBERSHIPS LISTED ON THE FOLLOWING PAGES.



"The Chamber of Commerce paves the way for businesses to succeed in any economy, and makes connections that benefit not only members, but also the community."

-- BETH MANGES

President

Hometown Bank of PA



Bedford County
Chamber of Commerce

PROMOTING YOUR BUSINESS GROWTH AND OUR REGION AS A DESTINATION

PREMIUM

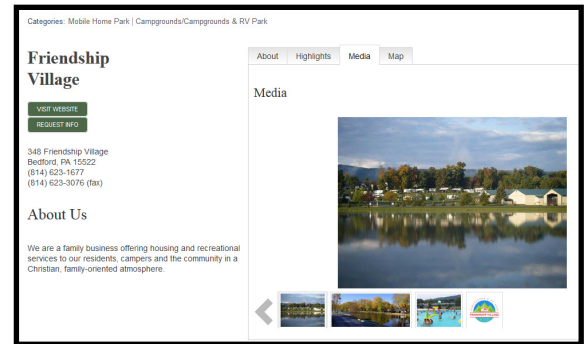
\$525

VALUED AT MORE THAN \$1,615 ANNUALLY

Premium members receive even more exposure built into your annual membership.

MARKETING VISIBILITY

- ☐ Online Business Card in the business directory at BedfordCountyChamber.com (\$350 value) includes your logo or photo with enhanced listing information (bullet points, map, etc.)
- ☐ One (1) additional digital category or business location (\$165 value) on the Chamber website
- ☐ Highlighted offer on the Chamber Advantage Card web page for a full year (\$400 value)
- ☐ Opportunities to customize your marketing strategy (consultations with Chamber staff and other marketing partners to optimize results)
- ☐ Plus \$100 in premium Chamber marketing product(s) of your choice to use during your membership year:
 - ◆ Ads in weekly E-Connection email blast, sent to more than 3,000 subscribed contacts (\$25/ad/week)
 - ◆ Flier inserted in the monthly direct-email pdf newsletter (\$100/1-sided flier)
 - ◆ Chamber digital display in the Russell House (coming in 2023) - \$75/month subject to blackout dates.
 - ◆ Chamber Mailing Labels (\$25/set)



PLUS ALL OF THE SERVICES AND BENEFITS OF THE BASIC LEVEL MEMBERSHIP LISTED ON THE OPPOSITE PAGE.



Bedford County
Chamber of Commerce

This membership is not intended for companies of 50 employees or more.

BASIC

\$250

The Chamber presents more than 100 events & programs each year. These functions help you to connect with key business leaders and potential customers in our vibrant community. This exchange of connections means more people know about your business!

VALUED AT MORE THAN \$900 ANNUALLY

INVITATIONS TO PARTICIPATE IN SPECIAL PROGRAMS, EVENTS

GROW YOUR BUSINESS

- ☐ Your business listed in our search-engine-optimized online business directory at BedfordCountyChamber.com
- ☐ Your business name listed in three sections of our award-winning *Annual Membership Directory and Community Profile* publication, our signature print marketing product.
- ☐ Chamber Advantage program promoting buy-local spending habits drives traffic to your business and provides a valuable employee benefit at no charge.
- ☐ ChamberChoice products including Energy, Business Insurance with Dividend Program, Health Insurance, HR products, etc. save you money with offers exclusive to members.
- ☐ Promote your products and services at events like the Business Community Showcase the Chamber's biggest business-to-business networking event of the year; also provides the county's largest career fair for Jr/Sr Hi students.
- ☐ News Release Service: the Chamber staff will craft and send news releases about your business at your request, announcing special information, products, events, awards, etc.
- ☐ Use of the Chamber's Bulk Mail Stamp and postage discounts.
- ☐ Complimentary Certificates of Origin.
- ☐ Referrals: the Chamber refers customers to our members first, including phone inquiries, guests of the Russell House and visitors/travelers.

- ◆ Annual Dinner & Awards Celebration
- ◆ Business After Hours Mixers
- ◆ First Thursday Networking Breakfasts
- ◆ Golf Outing (networking opportunities for golfers and non-golfers)
- ◆ Government Affairs Programs
- ◆ Women in Business Event Series
- ◆ Young Professionals Group
- ◆ Agri-Business Education Events, including bi-annual *Bridges & Barns* Progressive Dinner & Tour and *Down-town on the Farm* Street Fair/Concert
- ◆ Leadership Development Programs (Leadership Bedford County and Leadercast Conference)
- ◆ Community Reading Day
- ◆ Trade Shows
- ◆ Educational Programs and Workshops through partnership with Allegany College of MD Bedford Co. Campus
- ◆ Opportunities to serve on Chamber Committees or Task Forces
- ◆ Chamber Holiday Open House and Business After Hours
- ◆ Team-Building Russell House Escape Room Experience

Business Study

CONSUMERS 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members. For example:

- When consumers know that a business is a member of the local chamber they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell other businesses:

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of that business, 51% more likely to be highly aware of it, 58% more likely to think positive of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, 81% of respondents recognize that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Shapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.



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**The Bedford County Chamber of Commerce
involves and unifies our members
to promote continuous improvement
of the business climate in our region.**

**Bedford County Chamber of Commerce
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director@bedfordcountychamber.org**