

Let's Maximize Your
Investment!



Table Rock Lake
Chamber of Commerce

Maximize Your Investment is sponsored by:

ADVVEST[®]

Member FDIC

What to expect today



#1

Get to know more about the role the Table Rock Lake Chamber plays in the community.

#2

Engage in conversation on how to tap into all your Chamber benefits.

#3

Meet other great Chamber members.

#4

Get to know Chamber staff.



- How long do you plan to be a member?
- What needs to happen in order for you to continue your investment?
- What can the Chamber do to help you?

Why did you make a Chamber investment?

Membership vs. Investment



Are you a member or an investor?

Did you join for **transactional** or **transformational** purposes ?

To get something out of a membership you have to put in your effort, but an investment is working for you whether you put in more resources...or not.



Enter name, category, or keyword

[BUSINESS DIRECTORY](#) [OUR COMMUNITY](#) [ECONOMIC DEVELOPMENT](#) [ABOUT US](#) [VISITOR INFORMATION](#)



WELCOME TO THE

Table Rock Lake Chamber of Commerce



Time to get
to know
each other



Table Rock Lake
Chamber of Commerce

**A little about the Table
Rock Lake Chamber of
Commerce**

TRG 4-9-94



Eighteen of the 20 past presidents of the Table Rock Lake/Kimberling City Chamber posed with their Boston Rockers at the 20th anniversary celebration. They are, front row, from left: Alberta Nacke, Ralph Swanson, Bruce Brashers, Richard Meyerkord, Chris Andrews. Second row: Ken Bowling, Bud Lynn, W.K. Lewis, Kelby Ayres, Dale Harding, Jeff Simms. Third row: Larry Price, Bob Lighthizer, Dick Rea, Don Sherer, Pat Connell, Mel Schlemmer, Thelma Rea. Not pictured: Randy Hawkins and Dottie Lewis.

Table Rock/Kimberling Chamber commemorates two decades of service

On Saturday, April 9, the Table Rock Lake/Kimberling City Area Chamber of Commerce celebrated 20 years of service in the Table Rock Lake Area.

Dignitaries, honored guests and past presidents were invited to celebrate the growth, recognize the chamber's contributions and honor those individuals who

premier entertainment, fun and surprises.

Each past president received a personalized, handcrafted Boston Rocker with the chamber's 20th anniversary logo embossed upon the headpiece. An added surprise was in store for the 21st chamber president, Jim Heckman, and Executive Director Hamilton,

For 50 Years

For more than 50 years, the Table Rock Lake Chamber of Commerce has been a source of information and services for the lake area business community. As Stone County and the Table Rock Lake change, so does the Table Rock Lake Chamber of Commerce. We're not your "father's chamber of commerce" – we're YOURS.

The Chamber in a snapshot.



Celebrating 50 Years

Established in 1974 as the Kimberling City Chamber of Commerce; 2022 Indian Point Chamber merger

3 Organizations

Serves as a Chamber of Commerce, Economic Development Organization, Destination Marketing Organization of Stone County, and a Visitors Center

3rd Largest in Region

525+ members who have made an investment in the economic and community development of the Stone County/Table Rock Lake area

Volunteers

19 Board of Directors and 17 Ambassadors



Larry Maloney
Branson Bank
Chairman



Devin Sonnenfelt
White River Valley
Electric Coop.
Chairman Elect



David Casaletto
Ozarks Water
Watch
Treasurer



Kathy Clark
Table Rock Sunset
Properties
Secretary



Nancy Akromis
Arvest Bank

2024 Board of Directors



Steph Bekebrede
Vino Cellars at the
Lake



Brandei Clifton
Silver Dollar City



Maureen Darby
State Farm
Insurance



Bob Fritz
City of Kimberling
City



Matt Growcock
Branson's
Nantucket



Sara Henderson
Great American
Title-Branson
West



Cody Hirschi
Reeds Spring
School District



Veloris Juneman
Shady Acre Inn &
Suites



Jim Myers
Titanic-World's
Largest Museum
Attraction



Kortney Neal
Sight & Sound
Theatre



Sam Piche
Generations Bank



Eric Simkins
Branson Bank



Diane Todd
RD Todd
Properties



Dennis Wood
Keller-Williams
Realty



**To promote business success
and quality of life by being a
leader in economic and
community development in the
Table Rock Lake area**

Table Rock Lake Chamber of Commerce

Mission



The Table Rock Lake Chamber of Commerce exists to:

- Promote member businesses to residents and visitors
- Market Table Rock Lake as a destination
- Lead Stone County's economic development efforts
- Advocate for all area business interests at the local, state and federal levels



Visit 
Table Rock Lake

**THE #1 LAKE
IN THE US.**



MISSOURI

VisitMo.com

PLAN YOUR VISIT

As listed in Travellersworldwide.com's 14 Best Lakes in the U.S. in 2022

MEET *the* TEAM



Sheila Thomas
President/CEO



Kyle Cook
Economic Development
Director



Michelle Glenn
Membership
Development Director



Ladona Weathers
Member Services/
Communications Director



Lynne Harman
Administrative
Coordinator



Virgil Moore
Member Services
Coordinator

Professional Staff



Table Rock Lake
Chamber of Commerce

Revenue

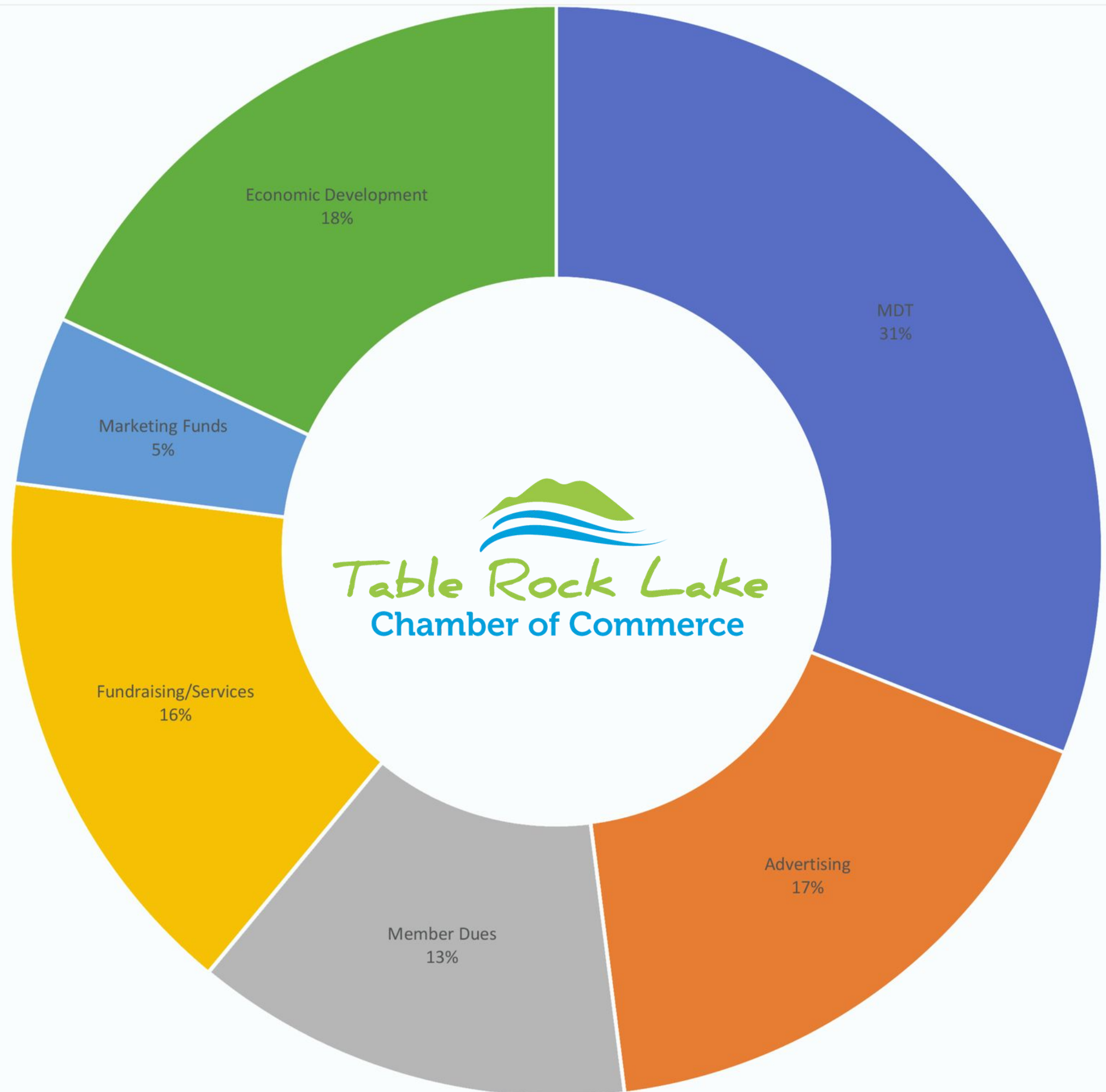
Marketing funds restricted

- 2020 - \$1.7 million
- 20/21 - \$214,000
- 21/22 - \$235,000
- 22/23 - \$600,000
- 23/24 - \$320,000

Only top-level Visitor's Bureau in the state not funded by tourism tax

Less than 20% of revenue from dues

2023 Launch Stone County Capital Campaign funds Economic Development for 5 years.




Tourism Marketing

Visit  Table Rock Lake

FIND YOUR VACATION OASIS.

MISSOURI
VisitMo.com

FINISH PLANNING

Visit  Table Rock Lake

YOU'VE GOT MORE SHORELINE TO EXPLORE

MISSOURI
VisitMo.com

FINISH PLANNING

TABLE ROCK LAKE

2024 OFFICIAL VACATION GUIDE

EXPLORE. PLAY. PLAN. STAY.

Table Rock Lake
Chamber of Commerce
VisitTableRockLake.com

MISSOURI Visit  Table Rock Lake

FUN AROUND EVERY CORNER.

PLAN YOUR VISIT

Just like you're marketing your business, we do the same for Table Rock Lake!

- Vacation Guides in state Welcome Centers
- Missouri Division of Tourism
- Close partnership with Branson CVB
- Data-driven initiatives
- Google display & video ads
- Connected TV
- META lead generation
- Search Engine Marketing
- E-Newsletter segmented for visitor interests



How our
marketing
affects
your
business.

Visit Table Rock
Lake Marketing

Website Users

Vacation Guide
Direct Info Requests

Visitors Find Your
Business

Promote Your Business

**We are
partners.**



Help us get to know you.

Chamber staff is available to talk about your goals and what tools/resources can be utilized to help you reach them.

Welcome Center

As a member, you are invited to place business cards or brochures in our Welcome Center.

Share your news

We want to help tell your story. Share your news, pictures and other information. The more content we have about you, the more we can share. We can host images in our exclusive member's image portal.

Business Consultations

Brainstorming session on topics to help your business such as marketing and employee recruitment

Events



BB - Business Branding
C - Connections

Monthly Luncheons

- Connections
- Last Thursday of the month
- Sponsorships (BB)
- Meeting members

Lake Splash

- Business branding & connections
- Held annually in the fall
- Sponsorships
- Meeting members

Fireburst

- Business branding
- Held annually
- Solely supported through sponsorships

Ribbon Cuttings

- Connections
- Held on demand for business milestones
- Anyone can attend

Golf Tournament

- Business branding & connections
- Held annually in September
- Sponsorships
- Meeting members

Other Events

- Teacher Welcome (BB & C)
- Member Mingle (C)
- Industry meetings (C)



How can you leverage our marketing?

VisitTableRockLake.com

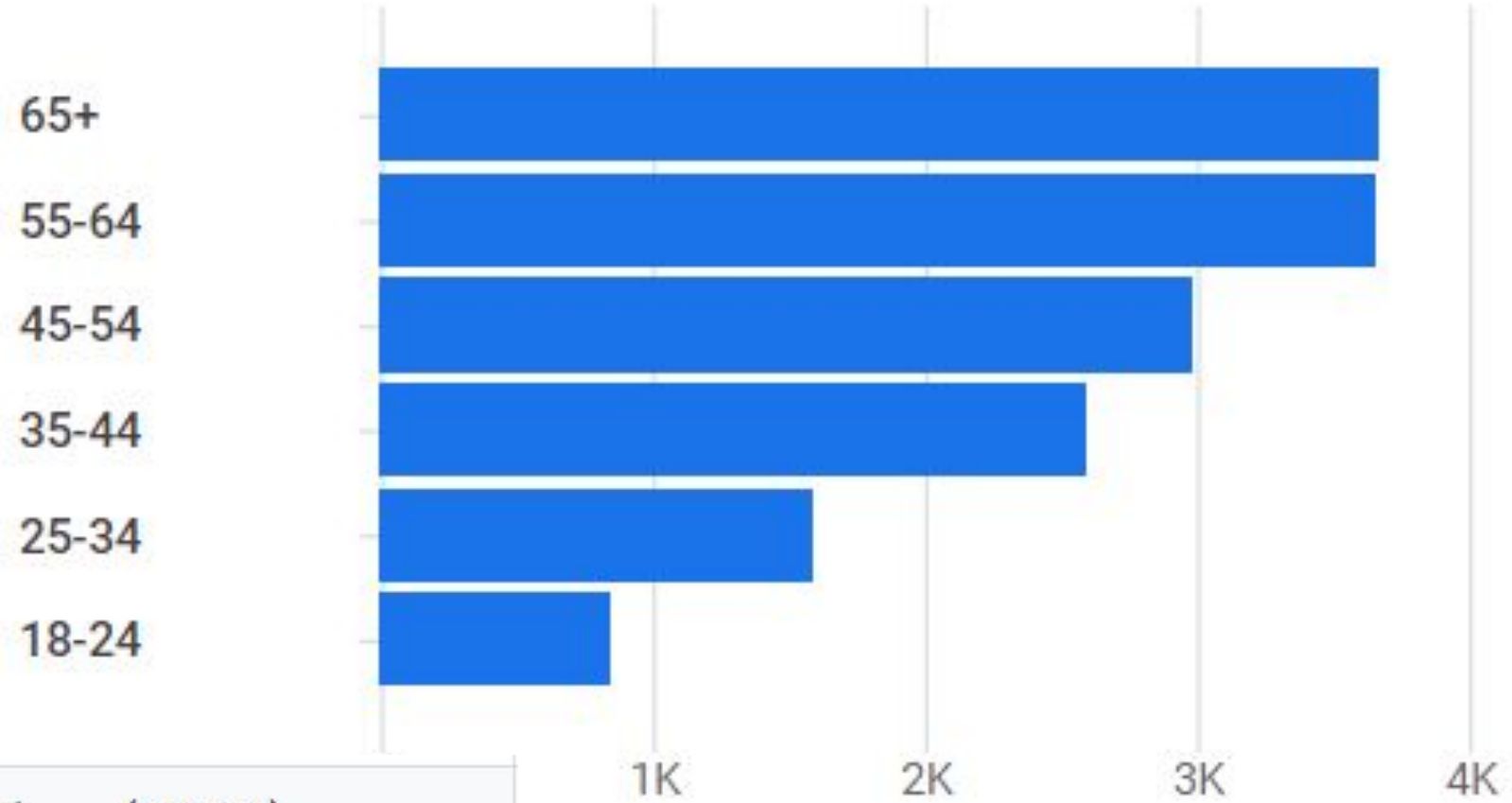
As a Chamber investor you now have your own web page on the official visitor website for Table Rock Lake.

Share Media Assets

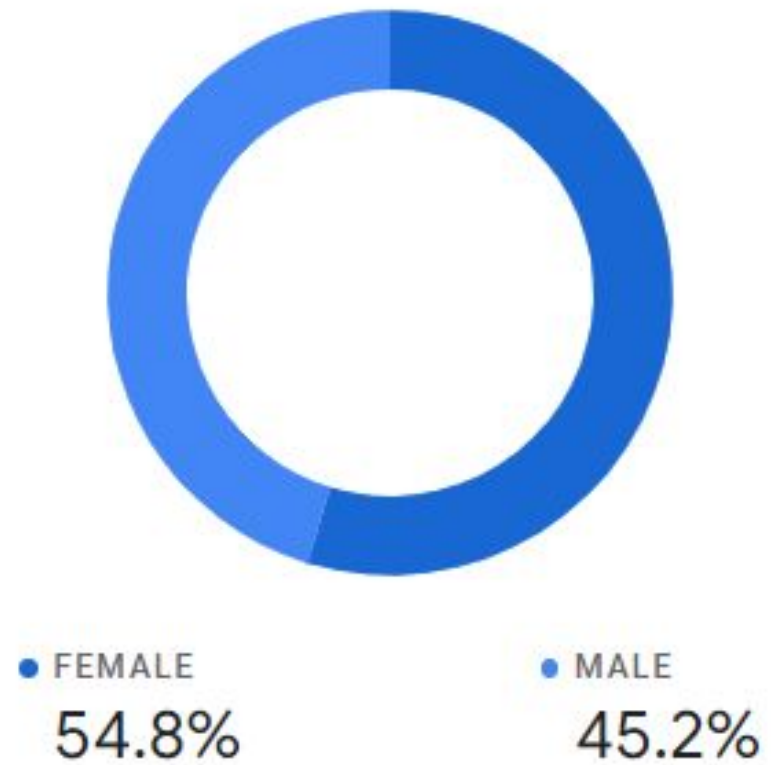
A picture is worth 1,000 words. Share your pictures to help tell the story of Table Rock Lake. We can host images in our exclusive member's image portal.

Connect on Social Media

Tag our social channel or direct message us posts of interest, and we will interact with them. Comment on our channels, and we'll comment back.



1	(not set)
2	Chicago
3	Dallas
4	St. Louis
5	Kansas City
6	New York
7	Denver
8	Atlanta
9	Ashburn
10	Los Angeles



Use our data.

Put our data to work for you.

- Google Analytics
- Arrivalist Data
- Visitor Profile Study
- Marketing Effectiveness Study

Social Media



Facebook/Instagram

Visitor Focused

@VisitTableRockLake

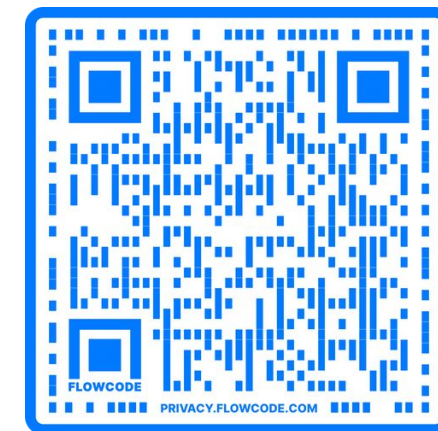
Business/Community Focused

@TableRockLakeChamber

Facebook Group

Community/Business Focused

@ConnectingStoneCounty



Member Information Center

- Business Directory
- Job Postings
- Event Calendar
- Hot Deals or Member to Member Deals
- Business Web Page Updates
- Billing
- Analytics
- Link to Member Image Portal

The top screenshot shows the 'Visit Table Rock Lake' website. The logo is at the top center. A search bar is on the right. A blue navigation bar contains: PLAN YOUR VISIT, EVENTS, REQUEST INFORMATION, BUSINESS DIRECTORY, and CHAMBER & COMMUNITY. The main banner features a boat on a lake with the text 'WELCOME TO Table Rock Lake'. A yellow callout bubble with an arrow points to the 'CHAMBER & COMMUNITY' link, containing the text 'Start Here'. Below the banner are four buttons: 'Lake Info', 'Request Information', 'Business Directory', and 'Chamber & Community'.

The bottom screenshot shows the 'Table Rock Lake Chamber of Commerce' website. The logo is at the top center. A search bar is on the right. A green navigation bar contains: BUSINESS DIRECTORY, OUR COMMUNITY, ECONOMIC DEVELOPMENT, ABOUT US, and VISITOR INFORMATION. A dropdown menu is open under 'ABOUT US', listing: FOR MEMBERS, MEMBER LOGIN, MEMBERSHIP BENEFITS, EDUCATION, JOIN TODAY, MEMBER TO MEMBER DEALS, BOARD OF DIRECTORS, HEALTH INSURANCE PROGRAM, CHAMBER STAFF, AMBASSADORS, OUR PARTNERS, NEWS, and CONTACT. The main banner features a group photo with the text 'WELCOME TO THE Table Rock Lake Chamber of Commerce'. A yellow callout bubble with an arrow points to the 'FOR MEMBERS' link, containing the text 'About Us / For Members'. Below the banner are four buttons: 'Join The Chamber', 'Member Directory', 'Chamber Events', and 'Visitor Information'.



Search

- Home
- Directory
- Events
- Resources
- Re

Home

Welcome Message

ChamberMaster is your direct connection to the Table Rock Lake Chamber of Commerce. As a member of the Table Rock Lake Chamber of Commerce you have the opportunity to market your business to consumers visiting <https://www.visittablerocklake.com/> by posting your informational [home page](#) with [pictures](#) and [text](#). You can also post [hot deals](#), [openings](#) and [events](#), add [keywords](#) to help consumers find you when they run search engine reports to see hit statistics for your home page and other advertised items.

Whether at work, at home, or traveling, anywhere that you have access to the internet you can be able to edit your information by logging into the ChamberMaster website. If you have any questions regarding this site please contact your Table Rock Lake Chamber of Commerce representative.

Text Link Photo Video

Post expert advice, tips or just something from your day.

Shortcuts

- Personal Information
- Company Information
- Hot Deals
- Member To Member Deals
- News Releases
- Job Postings

Links

- Image Portal
- Click to access image portal

Member Information Center Office Hours

Friday, May 17 | 11:30 a.m. to 12 p.m.

Zoom: <https://bit.ly/3yIMlaW>

Meeting ID: 840 2814 9974

Passcode: 481626

Included in your membership investment:

Publicity	Social Media News Releases Ribbon Cuttings Networking Content Sharing	Business Directories	VisitTableRockLake.com Vacation Guide Community Guide
Member Web Page	Digital Presence Link Backs Analytics	Research/Data	Website Analytics Visitor Profile Study Arrivalist Data Marketing Effectiveness Study
Digital Tools	Hot Deals Job Postings News Releases Leads	Business Consultations	Brainstorm Business Issues
Welcome Center	Marketing Materials Welcome Greet Visitors Welcome Relocators	Advocacy/Economic Development	Business Expansion Resources

Additional Opportunities

Community Partners	Discounts on Advertising Exclusive Exposure Supports Destination Marketing
Guides	Community Guide Vacation Guide Digital Components
Digital Advertising	Web Ads on VisitTableRockLake.com Travel Stories Sponsored Visitor Emails Newsletters Member Service Announcements

Maps	Official Table Rock Lake Map Stone County Map
Other	Hwy. 13 Billboards Special Sponsorships Special/Limited Programs

2024 Community Partners

President's Circle

Platinum Partners



Gold Partners



Silver Partners



Bronze Partners



Economic Development and Advocacy

Advocacy



Public Policy Committee:
Monthly meetings with
Branson Chamber & CVB,
the City of Branson, Stone
County, Taney County and
Ozarks Water Watch

Serving on MDT Cooperative
Marketing Advisory Council

Worked with Missouri
Department of Revenue to
correct tax reportings to MDT

Advocacy



- Meet with our county commissioners, state legislators and federal legislative representatives to discuss issues that affect policy and our member businesses
- State and local officials looked to the Chamber for input on what the business community is feeling/needing.
- Administered the Stone County CARES Act grant application process to assist putting \$3 million into the community
- The Chamber will be become involved regarding tax issues when directed by our Board of Directors

Economic Development

● 2019

First Ever Stone County Economic Development Summit held in 2019

● 2020

Received a \$12,000 grant to conduct ED research/data collection, completed in February 2020

● 2021

Created Stone County Economic Development Strategic Plan in 2021

● 2022

Preliminary Housing Study performed by University of Missouri was completed.
Conducted an Economic Development Capital Campaign Feasibility Study

● 2023

Launch Stone County Capital Campaign for Economic Development

● 2024

Year one of Launch Stone County

LAUNCH STONE COUNTY

- Five Year Strategic Plan: 2024 - 2028
- 100+ community members and business owners worked in task forces to refine the county-wide Economic Development Strategic Plan: Launch Stone County
- Launch Stone County has raised over \$1.2M to begin dedicated economic development work in Stone County
- Economic Development Director Hired



CAMPAIGN PROSPECTUS

Launch Stone County Investors

American Family Insurance, Tracy Carver Agency
Arvest Bank – Chandler Johnston
Aux-Arcs Team at Keller Williams - Ann Ferguson
Ayres Sign Company - Kelby Ayres
Blackbeard Marine Branson - Clint Stoffels
BFRealty - Allen and Judy Berkstresser
Branson Bank – Bill Jones
Branson's Nantucket – Matthew Growcock
Jennifer Busen – ReeceNichols Real Estate
Central Bank of Branson – Joe Loth
City of Branson West
City of Kimberling City
Connell Insurance, Inc. – Randy Brashers
Cox Medical Center Branson – William Mahoney
Dake/Wells Architecture – Brandon Dake
DeWitt & Associates – G.R. Stovall
El Lago Mexican Restaurant – Esteban Aguirre
Generations Bank – Sam Piche
Great Southern Bank – Andrea Brady
HealthMarkets Insurance - Nick Morris
Virgil and Susan Moore
L & J Plumbing – Jeff Justus

Keller Williams Tri-Lakes Realty
Mike Tinnes Farm Bureau Insurance
Ozark Electric Cooperative – Mitchell Johnson
Pizza World – Duane and Amanda Rogers
Reeds Spring School District
Rockn' Rental at Table Rock – Diane Todd
State Farm Insurance - Maureen Darby
Kristi Stephens - Stone County Treasurer
Stone County Commission
Table Rock Sunset Properties - Kathy and Gary Clark
Table Rock Community Bank - Dwayne Falk
Table Rock Shore Resort – Jim Towery
Talking Rocks Cavern - Bruce Herschend
The Village of Indian Point
Tom Martin Shelter Insurance
Tri-Lakes Board of Realtors
Steve and Robin Verheyen
Vino Cellars at the Lake – Matt & Steph Bekebrede
White River Management Co., Inc. – Mike Walker
White River Valley Electric Cooperative - Cassie Cunningham
Deana Wolfe, REALTOR® - ReeceNichols Real Estate
Yocum Silver Mine, Inc. – Nita Jane Ayres



Fall 2024



Early-Stage Business Boot Camp

Are you an aspiring or early-stage small business owner? Sign up to join a peer network with fellow entrepreneurs and small business owners.

During the Early-Stage Business Boot Camp, you'll learn directly from experts who've been in your shoes and are ready to guide you toward success.

You and others in your cohort – who are like-minded founders and leaders – will talk through real-life examples and learn about valuable local resources designed to help small businesses grow. You'll also discover best practices, including how to:

- Create an LLC.
- Set up a business bank account.
- Obtain a business license.
- And much more.





Giving business a voice

A chamber of commerce is an organization of businesses working together to protect and further the interests of its members while advancing the community, region, state or nation.

Education



Chamber University

- Three classes throughout spring

- Professional Development/Education

- Expert Speakers



Luncheon Programs

- Relevant programs are presented at the monthly member luncheons.

Pass Along Tips / News / Resources

- Read The View weekly and check your emails.
- Links & videos available in the MIC resources folder

Knowledge & Resources

- Do you have a question? We either know the answer or probably know someone who does.

Additional Benefits

Chamber Ambassadors

- Chamber Champions
- Eyes & Ears in the Community
- Resource for Members
- Volunteers at Events
- Resource for the Chamber



Brian Wilfong
Generations Bank
2022 Ambassador
of the Year



Jayne Swanson
Southern Bank
2021 Ambassador
of the Year



Grant Beasley
Edward Jones -
Kimberling City
2020 Ambassador
of the Year



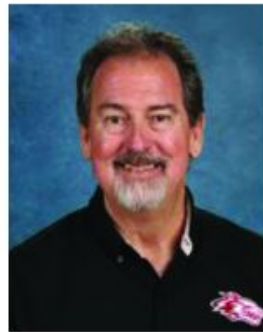
Harlie Koth
Great Southern
Bank
2018 Ambassador
of the Year



**Cassie Aberle-
Doyle**
LedgeStone
Country Club
LedgeStone Grille
StoneBridge
Village POA



Judi Bernhardt
Branson Tri-Lakes
News



Cy Bortner
Reeds Spring R-IV
School District



Hillary Cherry
Arvest Bank



Josh Cherry
Hogan Land Title



Erica Dees
Branson Bank



Jesse Deets
Ozarks Clean
Water Company
Ozarks
Environmental
Services
H2Ozarks



**Shannon
Dotson**
Table Rock
Community Bank



Jeremiah Jones
Sight & Sound
Theatre



Brandi LaRance
Talking Rocks
Adventure Cave
Tours



Amy Morris
Health Markets
Insurance- Nick
Morris



**Marlene
Quigley**
American Family
Insurance-Tracy
Carver Agency



**Thayne
Robertson**
Keller-Williams
Realty



PROTECTING TOMORROW...TODAY.



Naught-Naught
Agency



Chamber Benefit Plan & FaithCare

- Group insurance available to Chamber members in Missouri
- Healthcare services for uninsured employees through Faith Community Health

**Let's stay
connected.**



Follow Us On Social Media

Read The View Weekly

Check Your Emails

Attend Events

Ask the Staff



Thanks for joining us
today.



Table Rock Lake
Chamber of Commerce