

Washington – A national 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.

GOOD NEWS FOR CHAMBER MEMBERS

National Study: Consumers

are **63%** more likely to buy

from chamber 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 to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively 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, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro 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.

NEW Value-Based Membership Investment Opportunities!

Your success as a business requires connections, visibility, access, leadership, and advocacy. The Chamber offers programs and services that focus on the diverse needs of our business community.

The Durango Chamber of Commerce now offers value-based membership options with the ability to choose what works best for your business.



Invest in your business by becoming
a member today.

970.247.0312 x 2 • 2301 Main Ave.

DurangoBusiness.org

Explore Our Value-Based Membership Tiers!

Cornerstone Partner \$15,000

As a top investor, you recognize your role in advancing our community. Businesses at this level are widely recognized for their vision and leadership. You understand the importance of investing in advocacy, business development and a strong workforce for Durango employers, and you invest in our community's future. Together, we ignite new growth, inspire leadership and advance our economy. You have a seat at the table with leaders who are setting the direction of the Chamber and the region.



Executive Partner \$10,000

Your company values its legacy and strives to help the community grow. You seek opportunities to bolster your reputation as an influencer and an innovator. With recognition as a key Chamber partner, your investment supports our ability to help strengthen our business community and economy. You recognize the importance of playing an active role in providing guidance and helping develop the voice of business.

Entrepreneur Partner \$5,000

Your business organization is civic-minded, and you have a genuine interest in strengthening Durango's economic climate. You are seen as a leader with long-term vision and strategic direction. You value workforce and leadership development to help build a thriving economy. You invest time and money to support Durango's business community because you are committed to business issues that strengthen our economy and quality of life.

Partnership Connection \$2,500

The Durango Chamber works on your behalf to keep the cost of doing business affordable, while advocating for favorable business policies. Strategic networking helps you explore best practices from successful companies, develop your team, and position your brand in the region. This investment level includes all the benefits in the Thrive Level plus additional benefits designed to offer opportunities for strategic engagement, making membership a smart investment for your business.

Thrive Partner \$1,200 (\$100/month)

Your business is growing and with growth comes new challenges and opportunities. You want to save time, learn from other business owners, and make smart investments in positioning your company for growth.

The Chamber offers opportunities for you to engage with the community and provide professional development for your team. This investment level includes all the benefits in the Build Level plus additional benefits designed to offer strategic engagement and marketing opportunities, utilizing the Chamber to advance your business.



Build Partner \$575 (\$48/month)

While you are busy running your business, the Durango Chamber of Commerce works for you throughout the year. The Build Level provides marketing tools and opportunities to promote your business. Peer-to-peer engagement, educational sessions, and sharing best practices that will save you time and help grow your business. This investment level includes all benefits in the Engage Level plus additional benefits designed for a growing enterprise like yours!

Engage Partner - Sole Proprietor \$285 (\$24/month)

Who you know can help open doors, increase your visibility, and connect you to the resources you need as a sole proprietor or a business that is just getting started. The Durango Chamber of Commerce provides a platform to develop relationships with members, participate in learning opportunities, and meet experts to foster your business growth. The Engage Level provides you with opportunities to connect with approximately 750 members, gain visibility among Chamber members and within the community, stay informed, and access business resources. This level of investment is designed to give you tools for success.

Friend of the Chamber (Individual/ non-business) - \$95

The Friend of Chamber membership is for those who are not associated with a business, are retired, or do not need promotion of a company. This level does not include Chamber benefits and is not available to businesses or nonprofits. This is perfect for those who want to network and stay in the know with the Chamber newsletters and Business Facts, or for those who are not a member and want to be involved with the YPODs or Diplomats.



Become a member today!
970.247.0312
DurangoBusiness.org



Explore How the Durango Chamber Can Help Grow Your Business & Our Community!

Marketing & Visibility

Promotions For Your Business

Cost-efficient marketing, advertising & promotional options that offer a high ROI; branding & sponsorship opportunities

Credibility for Your Business

The Chamber is a trusted source & being a member increases the likelihood of others thinking more positively & conducting business with you as a member.

Making Connections & Networking

Develop partnerships between business professionals to build connections and showcase products & services through collaboration & alliances.

Referrals for Your Business

Receive leads & referrals to those looking for products & services.

Exclusive Member Benefits

Savings for Your Business

Exclusive programs for Chamber members to save on office supplies & services, online marketing platforms, and more.

Insights, Trends & Research

Be informed of changes in policies, trends, & research through communications & forums throughout the year.

Professional Development & Training

You & your staff can receive leadership & professional training; plus workshops on business-related subject matters from experts in the field.

Community Impact

Big Voice for Business

The Chamber is a catalyst for business growth, a champion for a thriving local economy, and a communicator of pro-business policy positions at the local, state, and federal levels.

Support Local Businesses

The Chamber develops buy local campaigns to increase demand for locally-made, owned, and grown products and services.

Recognition of Your Business

As a member, your business can be seen as a leader & we'll share your accomplishments that make an impact on the community.

Catalyst • Connector • Convener • Champion

VALUE-BASED MEMBERSHIP BENEFITS	BENEFITS	CORNERSTONE	EXECUTIVE	ENTREPRENEUR	PARTNERSHIP	THRIVE	BUILD	ENGAGE
	VALUE	\$15,000	\$10,000	\$5,000	\$2,500	\$1,200	\$575	\$285
Member pricing & access to Chamber events & programs	Varies	Included	Included	Included	Included	Included	Included	Included
Representation with Local, State, & Federal Officials	Priceless	Included	Included	Included	Included	Included	Included	Included
Eligible to be Chamber Diplomat, Leads Group or YPOD member	Priceless	Included	Included	Included	Included	Included	Included	Included
Exclusive Business Referrals	Priceless	Included	Included	Included	Included	Included	Included	Included
Eligible for nomination for Durango Rocks Awards Event	Priceless	Included	Included	Included	Included	Included	Included	Included
Opportunity to present at monthly Lunch and Learn session	Priceless	Included	Included	Included	Included	Included	Included	Included
Office Depot Discount	Varies	Included	Included	Included	Included	Included	Included	Included
Constant Contact (member discount 25% off)	Varies	Included	Included	Included	Included	Included	Included	Included
Display business cards in Chamber lobby	\$100	Included	Included	Included	Included	Included	Included	Included
Chamber Membership Decal and Web Badge	\$50	Included	Included	Included	Included	Included	Included	Included
Listing in online Chamber Membership Directory	\$200	Included	Included	Included	Included	Included	Included	Included
Business Facts Announcement (one per month)	\$420	x12	x12	x12	x12	x12	x9	x6
Ribbon Cutting for Grand Opening/Milestone	\$250	Included	Included	Included	Included	Included	Included	Included
Radio Show Guest - Live Morning Drive 92.9 & 107.9	300-400	Included	Included	Included	Included	Included	Included	N/A
Member Moments (90 second video featured online)	\$500	Included	Included	Included	Included	Included	Included	**
Access to Data Axel/Reference USA datamining	\$250	x1	x1	x1	x1	x1	x1	**
Business After Hours Comped Tickets	\$220	x88	x66	x44	x22	x11	x6	**
Radio Show Guest - Business Update Four Corners Broadcasting	\$1,000	x1	x1	x1	x1	x1	N/A	N/A
Featured Business article in Chamber newsletter (if not featured in last 2 years)	\$200	Included	Included	Included	Included	Included	**	**
Monthly e-Newsletter Full Page Ads	\$110	x8	x6	x4	x2	x1	**	**
Chamber Member Mailing List Labels	\$300	Included	Included	Included	Included	Included	**	**
Unlimited Certificates of Origin for international trade	\$100	Included	Included	Included	Included	Included	**	**
Business Facts Ads (full page \$50)	\$50	x12	x8	x6	x4	x2	**	**
Young Professional of Durango (YPOD) membership	\$125	x4	x3	x2	1	**	**	**
Enhanced listing on Chamber Membership website	\$299	Included	Included	Included	Included	**	**	**
Additional category listing in Online Membership Directory	\$25	x4	x3	x2	1	**	**	**
Banner Ad on Chamber website	Varies	\$3,600	\$2,400	\$1,200	N/A	N/A	N/A	N/A
Chamber Mailing List Electronic File	\$450	x4	x4	x4	**	**	**	**
Board Room rental access	\$70	12 hours	6 hours	2 hours	**	**	**	**
Advocacy seat on Legislative Affairs Coalition	Priceless	Included	Included	Included	N/A	N/A	N/A	N/A
Banner Ad on weekly Chamber Business Facts	\$13,000	Included	Included	N/A	N/A	N/A	N/A	N/A
Logo on all monthly Chamber e-Newsletters	\$3,000	Included	Included	N/A	N/A	N/A	N/A	N/A
Radio show recognition	\$2,000	Included	N/A	N/A	N/A	N/A	N/A	N/A
Name Recognition in Chamber Board Room	\$3,000	Included	N/A	N/A	N/A	N/A	N/A	N/A
Total Value		\$ 39,869	\$ 34,359	\$ 11,409	\$ 5,119	\$ 3,895	\$ 2,710	\$ 1,570

Key: dollar amount = included value

** = May be purchased

VALUE-BASED MEMBERSHIP BENEFITS a la Carte	BENEFITS	PARTNERSHIP	THRIVE	BUILD	ENGAGE
	VALUE	\$2,500	\$1,200	\$575	\$285
Member pricing & access to Chamber events & programs	Varies	•	•	•	•
Representation with Local, State, & Federal Officials	Priceless	•	•	•	•
Eligible to be Chamber Diplomat member or Leads Group Member	Priceless	•	•	•	•
Exclusive Business Referrals	Priceless	•	•	•	•
Eligible for nomination for Durango Rocks Awards Event	Priceless	•	•	•	•
Opportunity to present at monthly Lunch and Learn session	Priceless	•	•	•	•
Additional Membership Directories to Distribute	Priceless	•	•	•	•
Office Depot Discount	Varies	•	•	•	•
Constant Contact (member discount 25% off)	Varies	•	•	•	•
Display business cards in Chamber lobby	\$100	•	•	•	•
Chamber Membership Decal and Web Badge	\$50	•	•	•	•
Post coupons on Chamber website	\$300	•	•	•	•
Listing in print & online Chamber Membership Directory	\$200	•	•	•	•
Opportunity to present at Coffee Connections	\$250	•	•	•	•
Business Facts Announcement (one per month)	\$420	•	•	•	•
Ribbon Cutting for Grand Opening/Milestone	\$250	•	•	•	•
Member Moments (90 second video featured online)	\$500	•	•	•	\$375
Chamber Chat Radio Show Guest	\$300	•	•	•	N/A
Access to Data Axel/Reference USA datamining	\$250	•	•	•	\$50/ 30 min.
Business After Hours Pass (11 entries)	\$220	•	•	•	\$90
Durango Digs Radio Guest	\$400	•	•	\$300	\$300
Featured Business article in Chamber newsletter (if not featured in last 2 years)	\$225	•	•	\$225	\$225
Monthly e-Newsletter Full Page Ads	\$110	•	•	\$110	\$110
Chamber Member Mailing List Labels	\$75	•	•	\$75	\$75
Membership Directory Ad	Varies	•	•	**	**
Unlimited Certificates of Origin for international trade	\$100	•	•	\$75	\$75
Business Facts Ads (full page \$50)	\$50	•	•	\$50	\$50
Young Professional of Durango (YPOD) membership	\$125	•	\$25	\$25	\$25
Enhanced listing on Chamber Membership website	\$299	•	\$99-\$299	\$99-\$299	\$99-\$299
Additional category listing in Online Membership Directory	\$25	•	\$25	\$25	\$25
Chamber Mailing List Electronic File	\$125	\$125	\$125	\$125	\$125
Opportunity to host Coffee Connections	\$100	\$100	\$100	\$100	\$100
Durango Rocks Awards Event Sponsorship	\$750 - \$3,000	\$750 - \$3,000	\$750 - \$3,000	\$750 - \$3,000	\$750 - \$3,000
Board Room rental access	\$35/ hr	\$35	\$35	\$35	\$35
Leads Group (annual)	\$100	\$100	\$100	\$100	\$100
Chamber Diplomat Program (annual)	\$40	\$40	\$40	\$40	\$40
Leadership La Plata 9-month program	\$650	\$650	\$650	\$650	\$650
Member Spotlight (3 min Video featured online)	\$750	N/A	N/A	N/A	N/A
Advocacy seat on Legislative Affairs Coalition	Priceless	N/A	N/A	N/A	N/A
Banner Ad on weekly Chamber Business Facts	\$250	N/A	N/A	N/A	N/A
Banner Ad on Chamber website	Varies	N/A	N/A	N/A	N/A
Logo on all monthly Chamber e-Newsletter front covers	\$250	N/A	N/A	N/A	N/A
Radio show recognition	\$2,000	N/A	N/A	N/A	N/A
Name Recognition in Chamber Board Room	\$3,000	N/A	N/A	N/A	N/A

Key: **dollar amount** = cost of service/program a la carte • = Included