



## **DIRECT BENEFITS TO YOUR BUSINESS**

*Membership in the Jefferson County Chamber of Commerce provides benefits that will help you establish and grow your business. Our objective is to provide exemplary service while supporting and assisting our members in achieving their business goals.*

### **Business Referrals**

- Exclusive referrals of chamber members to thousands of locals and visitors each year
- Promotion of chamber members through *Member-to-Member Discount* campaign
- Exposure from over 70,000 page views of our chamber website annually

### **Exposure/Advertising**

- Accessibility to and exposure in a searchable online membership directory
- Hundreds of information packets sent to visitors and newcomers each year
- Available marketing space to display your brochure at the chamber office
- Visibility through multi-media marketing initiatives...outdoor boards, radio spots, print ads, etc.

### **Assistance to Businesses—both large and small**

- Connections with other chamber member businesses
- Contacts with agencies assisting businesses looking to get established, expand or improve
- Opportunity to attend educational & informative seminars on topics of interest

### **Networking Opportunities**

- Regular Business After Hours Events highlighting host business & providing valuable networking opportunities with other members, local government officials, & potential clients
- Annual events including the Annual Banquet and Golf Tournament

### **Ribbon Cuttings/Grand openings**

- Exposure through local media outlets represented at each Ribbon Cutting event
- Support from local elected officials and Chamber Board Members in attendance
- Mass communication through e-mail newsletter to our 450+ members and event calendar posting

### **Chamber Committee Membership**

- Participation on chamber committees regarding various events & procedures
- Influence of numerous chamber decisions affecting members through committee participation

### **Economic Development/Recruiting**

- Recruitment of new business to the area which in turn means additional residents, tax revenues, products, services, etc.—all equaling greater benefits for existing industry
- Website highlighting available properties, existing business resources, county business information, etc.
- Aggressive marketing campaign increasing tourism dollars spent at local establishments



## **BENEFITS THROUGH COMMUNITY INVOLVEMENT**

*Your Chamber membership also provides support to a wide variety of endeavors that generally promote an environment conducive to business. These more “intangible” benefits include community-building activities that effectively serve to elevate the quality of life here in Jefferson County.*

### **Three-Star Program**

- Statewide program focused on positioning counties to achieve their full economic growth potential
- Annual recertification which requires an active evaluation of the resources in our county
- Conducive to Jefferson County’s ability to gain grant funding, in turn keeping taxes lower

### **Retire Tennessee**

- One of 11 counties throughout the state chosen to represent their county at a National Level
- Recruitment of upscale retirees interested in relocating to Jefferson County
- Increased exposure through national conventions, regional advertising, and daily mailings

### **Adult and Youth Leadership Programs**

- Participation as a class member or host in either of our Leadership Programs offered
- Unique opportunity to network with other local leaders while learning valuable information about Jefferson County through 8 topic specific day-long sessions
- Development of young community leaders through Jefferson County Youth Leadership

### **Building a Better Future**

- Long range strategic plan focused on developing strategies for Education, Economic/Business Development, Quality of Life, Environment, Leadership, and Infrastructure in the county.
- Opportunity to contribute valuable input as an action partner on one or more Foundation Teams
- Invite to BABF Annual Meeting to gain insight into the current status of the strategic plan

### **Imagination Library**

- Partnering with Dollywood Foundation to continue serving as the programs presenting sponsor
- Promoting reading by providing books to children up to 5 years old in the county

### **Christmas in Jefferson County**

- Annual service project providing 600+ local families & seniors with food and gifts at Christmas
- Opportunity to participate as a volunteer or sponsor during the gathering, sorting, and distribution of food and gift baskets.