



Hutchinson Area Chamber of Commerce, Convention & Visitors Bureau

# Member Services and Benefits

## Email Update Services

### Happenings Email:

- Sent every Friday.
- Details events that are occurring within the week.
- Allows businesses and organizations the opportunity to plan their own events around current events.

### Business After Hours:

- Reminder emails distributed to all Chamber members the week prior and day before the event.

### Member to Member Emails:

- Provides the ability to connect with 450+ members regarding information about your business or specials.

## Advertising, Marketing, Promotional Services

### Business Listing:

- Free listing in our Member Directory.
- Free 200 character business description.
- Free webpage link.
- Easily viewable to customers requesting business specific goods and services.

### Member Referrals:

- Member businesses and organizations are referred first.

### Hot Deals Listing:

- Free promotional opportunity for sales and specials.
- Promotions will reach 450+ members.
- Promotion will be seen by individuals visiting the Chamber website.

### Job Listing:

- Free listing for available employment opportunities.

### Banner Ads:

- Fee-based advertising that allows members to list their business on the Chamber website.

## Advertising, Marketing, Promotional Services

### Brochure and Business Card Display:

- Free opportunity to display brochures and business cards in the Chamber office.
- Potential to reach new and existing Chamber users.

### Business of the Month:

- Sign up to be recognized as a Chamber CVB business of the month.
- Free way to promote businesses and organizations.
- Business of the Month members receive a radio spot and advertisement in the Crow River Business Magazine.

### Table Tent Listings:

- Over 800 table tents are distributed quarterly.
- Events are listed and promoted for a low cost.
- Businesses and organizations gain visibility and expand customer database.

### Member Lists:

- Access to a FREE listing of all Chamber members.
- Listing is prepared in Excel format.

### Newsletter Advertising:

- Fee-based advertising to consistently put your business name in front of other businesses and employees.
- Annual listing in the Hometown Happenings newsletter.

### Newsletter Inserts:

- Fee-based promotional opportunity that allows members the opportunity to highlight information about promotions.
- Newsletter reaches over 450 individuals.

## Community Services

### Event Sponsorship:

- Opportunity to support local events.
- Promotes businesses and organizations as supporters of the Hutchinson area.

### City Street Banners:

- Opportunity to promote your business along the streets of Hutchinson.
- Adds a “Hometown” feel to the Hutchinson community.

### Highway 7 Marquee:

- Events are displayed to individuals within and passing through the Hutchinson community.
- Events are gathered from the online community calendar, only listed events will be considered for the marquee.
- Event listings must meet within specified requirements. Contact the Chamber office for more information.

### Transient Merchant Decals:

- Let customers know you are a Chamber member with a transiety window decal.
- Decal is Free.

### Event Planning Resources:

- Access to resources and referrals to assist in event planning.

## Community Services

### Chamber CVB Boardroom:

- Free use of the Chamber CVB boardroom.
- Access to overhead projector and boardroom seating.
- Free use of Chamber kitchenette including: coffee machine, water dispenser and sink.

### Hutch Bucks:

- Promote local shopping.
- Operate like checks and are accepted based on organization check cashing policies.
- Great employee incentive and gift idea.

### Community Event Sponsorship:

- Sponsor community events such as: Music in the Park, Annual Arts and Crafts Festival, Passport to Hutchinson and other local events.
- Assist in bringing visitors into Hutchinson and the surrounding area.

## Hospitality Services

### Regional Tourism Efforts:

- Work to promote the Hutchinson area as a destination within Central Minnesota.
- Offer events and attractions to increase the annual amount of visitors to Hutchinson.

### Tourism Marketing:

- Use of lodging tax funds to help assist in bringing visitors into the Hutchinson area.
- Strive to offer events that will result in overnight stays at local hotels, dining at local restaurants and dollars spent in local businesses.
- Work exclusively to bring visitors into Hutchinson to assist in developing the local community and economy.

### Travel/ Tourism Resources:

- Provide visitor guides, maps and tourist information to visitors.

### Visitor Guides:

- Distribute over 10,000 visitors guides a year.
- Visitors guides are available in online PDF formats and through email upon request.
- Provide information regarding all of the amenities that Hutchinson has to offer.

## Networking Opportunities

### **Business After Hours:**

- Once a month event that provides the opportunity to learn about businesses in the area.
- Provides the opportunity to network with local business people, Hutchinson Ambassadors, Chamber staff and individuals within the community.

## Education Services

### **Hutchinson Leadership Institute:**

- Provides leadership and civic education to employees.
- Develops young leaders and reinforces current leaders within businesses and the community.

### **Professional Development Network:**

- Provides continuing education opportunities to business owners, managers and employees.
- Strives to inspire personal growth.
- Develops a more professional staff; creating better business and customer experiences.

### **Agri-Business Spring Seminar:**

- Seminar dedicated to provide an educational opportunity for farmers and individuals affiliated with the agriculture industry.

## Dental Insurance

### **Dental Plan:**

- Dental insurance available exclusively to Chamber members.
- Offers the freedom of choosing any dentist.
- Only requires 2 employees or 20% of your eligible group to enroll.
- Feasible option for small or medium businesses seeking to add benefits for employees.

## Indirect Benefits

- Joining the Chamber CVB provides the opportunity to help in the growth and development of Hutchinson.
- Membership contributes to building a better business climate that assists in attracting new businesses, new professionals and families.
- Helping develop a strong community will provide higher rates of employee and job retention.
- Your investment is tax deductible.