



2 Main Street South  
Hutchinson, MN 55350  
320-587-5252  
info@explorehutchinson.com  
www.explorehutchinson.com

## **SERVICES WE PROVIDE**

### **EMAIL UPDATE SERVICES**

Every Friday – events/happenings

Every Tuesday – Hwy 7 Updates

Week before and day of - Business After Hours

Member-to-Member emails

### **ADVERTISING/MARKETING/PROMOTION SERVICES**

Business Listing on our website

## **DIRECT BENEFIT TO OUR MEMBERS**

Your business is in touch with community happenings.

Helps in scheduling your own event.

Kept aware of travel and transportation issues in town.

Keep your customers informed of how to get to you.

Convenience of not having to watch calendar.

Planning and time management.

Connect with 450+ members regarding information about your business or specials.

FREE listing in our Member Directory provides publicity for your business.

FREE 200 character description of your business.

FREE web page link.

Customers can find you easily.

<b>Member Referrals</b>	Members are always referred first when requests come into our office.
<b>Post your own community event on our website</b>	<p>FREE publicity for your event.</p> <p>Gets your event in front of many people at no charge.</p> <p>Includes FREE listing on community Marquee sign at corner of Hwy 7 and Hwy 15.</p>
<b>Post your Hot Deals on our website</b>	<p>FREE promotional opportunity for your sales or specials.</p> <p>Get your promotion in front of 450+ local members and the world.</p>
<b>Post your Job Listings on our website</b>	<p>FREE listing.</p> <p>One more source to attract new employees.</p>
<b>Banner ads on our website</b>	Get your business in front of those who visit our website. (fee based)
<b>Brochure and business card display</b>	<p>FREE (based on space availability) in our office.</p> <p>Adds to visibility of your business.</p>
<b>Table Tent Ads</b>	<p>750 table tents distributed quarterly to all restaurants and hotels.</p> <p>Your business name seen by thousands of potential customers.</p>
<b>Membership list available</b>	<p>FREE in Excel format</p> <p>Perfect for use in mailings, promotions, etc.</p> <p>Excellent member to member contact.</p>
<b>Mailing labels of membership</b>	<p>Great for member to member promotion, available for \$35.</p> <p>Perfect for small businesses</p>
<b>Place an ad in our newsletter</b>	<p>Available on an annual basis.</p> <p>Consistently put your business name in front of other businesses and their employees.</p>

**Promotional inserts in our newsletter**

**Economical way to highlight information about your company or promotions.**

**Mailed to over 450 individuals.**

**Promotional items or coupons in welcome bags**

**Promoting your business to tournament and tour groups.**

## **COMMUNITY SERVICES**

**Event Sponsorships**

**Puts your name in front of the community as a supporter of greater Hutchinson.**

**City Street Banners**

**Add to the "Hometown" feel of our community while promoting your business as a community advocate.**

**Community Marquee**

**Displays community events to all who pass by.**

**Your event will be displayed if listed on our website community calendar.**

**Chamber Office Bulletin Board**

**Post information for community activities for more visibility.**

**Transient Merchant Decals**

**Be aware of the city ordinance regarding these Merchants, how they do business and your rights.**

**FREE Decal and tip sheet available on request.**

**Event Planning Resources**

**We can help point to the right resources to help plan your business or community event.**

**Notary Public Service**

**FREE to members.**

**Use of our Board Room**

**FREE to members for conducting meetings. (must be reserved)**

**Hutch Bucks**

**Great employee incentive**

**Great gift idea**

**Helping to keep dollars local**

**Relocation and Visitor Information**

**Assistance to new comers of Hutchinson**

**Making Hutchinson a friendly place to live, work and play.**

**Weekly and Monthly Radio Programs**

**Updating the community on events and happenings in Hutchinson.**

**Member highlights first Tuesday each month. Call our office to be on the radio and talk about your business.**

**Sponsoring Community Events**

**Events such as Music in the Park, Arts and Crafts Festival, Passport to Hutchinson, etc.**

**Bringing people into Hutchinson**

**Local, easy access ticket sales for State Fair, Hutchinson Theatre Company and Habitat for Humanity.**

**HOSPITALITY SERVICES**

**Hospitality “Hometown Happenings”**

**Special quarterly newsletter specifically for hospitality members.**

**Highlights special events and tournaments with expected number of visitors.**

**Gives you information to help you plan.**

**Regional Tourism Efforts**

**Partnering with surrounding communities in an effort to make our “Region” a “destination”.**

**Bringing visitors to the Hutchinson area, building our local economy.**

**Tourism Marketing**

**Effective marketing efforts using the lodging tax dollars to help make Hutchinson a “destination” for tourists.**

**Bringing visitors to Hutchinson, building our local economy.**

**Travel/Tourism Resources**

**Providing guides, maps, tourist info.**

**Table Tents**

**Informational table top tents available to all restaurants to keep your customers informed of events in Hutchinson.**

Visitors Guide

Sending visitors to businesses in and around the Hutchinson area.

Over 18,000 distributed yearly.

## **NETWORKING OPPORTUNITIES**

Business After Hours

Once a month – Learn about businesses and meet business people from the area.

Marketing Mixer

A gathering of business owners and marketing professionals learning from one another.

The Connection

A support network for business people.

## **EDUCATION SERVICES**

Hutchinson Leadership Institute

Providing leadership and civic education to your employees for the past 19 years.

Helps to develop “rising” leaders within your business and our community.

Professional Development Network

Providing continued education opportunities to business owners, managers and employees in different aspects of business.

Helping to inspire personal growth.

Helping to create a more professional staff, thereby creating a better experience for your customers.

Building a better customer experience helps build a better business.

Agri-Business Spring Seminar

Continued education opportunity for farmers and others related to the ag industry.

## **DENTAL INSURANCE**

Dental Plan

Available only to members.

Freedom to use any dentist.

Only 2 employees or 20% of your eligible group are required to enroll.

Great for new, small or medium businesses seeking to add benefits for their employees.

## **INDIRECT BENEFITS**

Your investment provides benefits for you and your business and also helps to develop the entire community of Hutchinson.

Community Development - Building a better business climate and community to attract new families, new professionals, new businesses.

Creating a strong community provides job and employee retention.

Attracting new families creates new customer opportunities.

Your investment is tax deductible.