

## Marketing to Earn Revenue for Your Business

- ◆ **Event sponsorships** – Year-round opportunities
- ◆ **Host meetings:**
  - › New Member Orientation
  - › Business Development Seminars
  - › Diplomats
  - › Young Professionals Lunch & Learn
- ◆ **”Business After Hours”**
- ◆ **Spotlight table at monthly luncheon**
- ◆ **”On the Horizon” email blast**
- ◆ **Website advertising**
- ◆ **Business & Wellness Expo** – annual trade show
- ◆ **”Epicurean Evening”** – annual taste of the town
- ◆ **New Teacher’s Luncheon**
  - › Welcome 300+ new teachers to CCISD each year
- ◆ **Showcase marketing materials at the Chamber office**
- ◆ **Membership Directory** – alphabetical listing
- ◆ **Online directory** – alphabetical and category listings
- ◆ **Link to your website**
- ◆ **Map link to your business**
- ◆ **Business referrals**
- ◆ **Gain customer trust:**
  - › Display Chamber membership plaque in your business
  - › Annual Membership sticker for front door
  - › Use Chamber logo on your website and advertising

## Business & Personal Development Opportunities

- ◆ **Education opportunities:**
  - › Business Development Seminars
    - Social media
    - Marketing
    - Business branding
    - Customer service
  - › Committee involvement
  - › Young Professionals leadership training
  - › Toastmasters International
  - › Legislation notification
- ◆ **Networking:**
  - › Ribbon Cutting
  - › “Speed Networking”
  - › Committee meetings
  - › “Business After Hours”
  - › Young Professionals events
- ◆ **Provides:**
  - › Notary services
  - › Certificate of Origin services

## Making a Difference in Our Community

- ◆ **Collaboration with other economic development organizations for the betterment of the community:**
  - Bay Area Houston Economic Partnership
  - Bay Area Houston Convention and Visitors Bureau
  - BayTran – Transportation Partnership
  - Gulf Coast Chamber Executives
- ◆ **Enhance tourism through production of events:**
  - RE/MAX Ballunar Liftoff Festival (hot air balloon event)
  - Christmas Boat Lane Parade
  - Clear Lake Crawfish Festival & Gumbo Cook-off
- ◆ **Publishing of materials to promote economic development and business growth:**
  - Clear Lake Membership Directory and Buyers Guide
  - Clear Lake Relocation Guide
- ◆ **Advocates for our community to enhance quality of life:**
  - › **Local Advocacy:**
    - Support of Hobby Airport expansion as an international facility (Board resolution passed in May, 2012)
    - Annual CCISD Board of Trustees Candidates Forum
    - State of the Lake Address – annual tourism update
    - Coordination of local law enforcement for emergency evacuation and special events
  - › **State Advocacy:**
    - Government Affairs review of business legislation
    - Legislative Agenda development for the Texas legislature
    - Legislative trips to Austin with scheduled visits:
      - \* Presentation of the Legislative Agenda
      - \* Participation in NASA day at the Capital
    - Public education K-16 funding awareness and advocacy
    - University of Houston-Clear Lake downward expansion support
    - Member:
      - \* Texas Association of Business
      - \* Texas Chamber of Commerce Executives
  - › **Federal Advocacy:**
    - Citizen of Space Exploration participation (annual trip to Washington, D.C. to meet with elected officials regarding NASA and human space exploration funding)
    - Member:
      - \* US Chamber of Commerce
      - \* American Chamber of Commerce Executives

## New Member

### PROMOTIONAL OPPORTUNITIES

- ◆ **Business posted in online directory at [www.clearlakearea.com](http://www.clearlakearea.com) within 48 hours of joining**
- ◆ **New member announcements:**
  - › Facebook & Twitter
  - › Monthly newsletter
  - › Bay Area Citizen
  - › Houston Chronicle - Clear Lake Neighborhood News section
- ◆ **Ribbon cutting and/or ground breaking:**
  - › Announced in Weekly Window (calendar)
  - › Photos:
    - Website
    - Newsletter
    - Bay Area Citizen
- ◆ **New Member Orientation invitation** (networking event)
- ◆ **Assigned a Chamber Mentor** (partnered with a Chamber member to facilitate Chamber involvement)
- ◆ **Free advertising in the Bay Area Citizen**