

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 within 48 hours of joining**
- ◆ **New member announcements:**
 - › Facebook & Twitter
 - › Monthly newsletter
- ◆ **New Member Orientation invitation (networking event)**
- ◆ **Ribbon cutting and/or ground breaking:**
 - › Announced in Weekly Window (calendar)
 - › Photos:
 - Website
 - Newsletter
 - Social Media