



# **2023 - 2024 Chamber Membership Resource Guide**



**Networking - Education - Leadership**

**Volunteering - Marketing**

**Business Development - Business Training - Policy Making**

## Chamber Membership Resource Guide

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### MISSION STATEMENT

The Grove Area Chamber of Commerce is the voice of the Grove & Grand Lake business community, providing the collaborative leadership needed to achieve Grove & Grand Lake's vision to be America's #1 Lake Community.

### THE CHAMBER

The Chamber is a voluntary organization of businesses, professional and individual men and women who have joined together for the purpose of promoting the civic and commercial progress of the community.

The area's economic well-being is related directly to the caliber of work that is done by the Chamber. That is why the Grove Area Chamber has a major impact on business economy and future growth of the area.

Two primary functions of the Chamber are: 1) act as a spokesperson for the business and professional community and translate into action the group thinking of its members, and 2) provide specific services that can be effectively rendered by an organization both to its members and to the community as a whole.

### FINANCING

The Grove Area Chamber is financed by investment of its members and special funding from programs and events. The maintenance of an adequate level of support from business and individuals of the community is essential to finance the efforts of the Chamber that are vital to community growth and development.

The Chamber's member investments are designed as a fair-share investment program. The investment levels include schedules by number of employees, financial investment levels, non-profit/associate investments, and individual/retired individual investments.

Other forms of funding include: sponsorship programs, special events, fees for special services and advertising fees.

**Proudly serving the Grove  
area and local business  
community since 1962.**

## THE VALUE OF JOINING THE GROVE AREA CHAMBER OF COMMERCE

When you look at the cost of chamber membership compared to other forms of business visibility and exposure, you cannot beat the ***return on your investment*** with the Grove Area Chamber of Commerce.

While promoting your business is only one aspect of membership, when you add the value of legislative representation, leadership opportunities, community development, referrals and the many other services we offer, the Chamber provides the most ***bang for your buck***.

### ***What Research Shows***

A new national study reveals that membership in a local chamber of commerce can significantly boost a business' image among consumers, as well as among other businesses. In a scientific survey of 2,000 U.S. adults, The Schapiro Group, an Atlanta-based strategic consulting firm, found positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

The study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44% more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63% more likely to want to purchase goods or services from a small business that is a chamber member.

Your Chamber investment is one of the best values in business today. Membership has its privileges and we have dozens, with more being introduced all of the time. Your Chamber provides value and positive return on your investment many times over.

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**Toes in the Grand  
“Flo” the Flamingo**

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### Ribbon Cuttings

One of the most valuable benefits we offer is marketing and visibility!

- Your business is listed for free on our web site and is directly linked to your website free of charge.
- Your business is listed free of charge in the Grove & Grand Lake Vacation & Relocation Guide which offers your business great publicity. Members are listed at no charge by category. This publication is the “yellow pages” of the best businesses in Grove. It is also THE GUIDE for both newcomers and visitors alike.
- Your Ribbon Cutting photo and announcement will appear in the Chamber newsletter and multiple social media outlets.
- Grand Welcome Baskets are designed to welcome newcomers to our community while at the same time allowing your business to be one of the first to introduce your company and the products and services you provide.

Other opportunities for marketing your business are available by simply attending our networking & community events.

- Business Seminars
- Business After Hours
- Egg’s N’ Issues Legislative Breakfasts
- Bi-Monthly Membership Luncheons
- Home & Garden Show
- Toes in the Grand Summer Kickoff Festival
- Lights On the Lake Christmas Festival
- Annual Golf Tournament & Spring Scramble Tournament
- Annual Chamber Banquet
- Join a committee

The Grove Area Chamber of Commerce is truly the voice of business in the Grand Lake area. Make your investment work – take advantage of these and the many other benefits we offer!

## 2023-2024 CHAMBER BUSINESS PLAN

### MARKETING & PUBLIC RELATIONS

#### ECONOMIC DEVELOPMENT

- \* Serve as the Economic Development Organization on behalf of the City of Grove & Grove Economic Development Authority (GEDA).
- \* Develop and implement the City Council– and GEDA-adopted comprehensive economic development strategy.

#### RETAIL COMMITTEE

- \* Develop/coordinate and market special events to increase retail traffic in Grove & Grand Lake (Open Houses, Progressive Dinners, the Grove Farmers' Market and special retail promotions).
- \* Provide marketing opportunities for local business to promote themselves to local residents and visitors.
- \* Facilitate communication and cross promotion of local businesses, organizations, and special events.
- \* Identify and address issues of concern for local merchants.

#### RETIREMENT COMMITTEE

- \* In conjunction with Retirement Program Director, serve as lead of the City of Grove's Retirement Recruitment Effort.
- \* Develop, implement a comprehensive retirement recruitment strategy.
- \* Lead efforts to have Grove named a Certified Retirement Community.

#### TOURISM MARKETING

- \* Market Grove & Grand Lake to visitors via [groveok.org](http://groveok.org) website, annual vacation guide, and Chamber social media.
- \* Host new Grand Lake Tourism Summit.
- \* Develop, implement Special Events to increase visitation to Grove & Grand Lake.

## **Chamber Membership Resource Guide**

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### **Business Seminars**

## Chamber Membership Resource Guide

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### 2023-2024 CHAMBER BUSINESS PLAN

#### MEMBERSHIP SUPPORT

##### AMBASSADOR COMMITTEE

- \* Work with staff on plan to recruit, retain members
- \* Host Business After Hours & Ribbon Cuttings
- \* Coordinate with Staff on Annual Banquet
- \* Promote and attend Chamber functions
- \* Recognize the Ambassador of the Year in the Chamber newsletter and at the Annual Banquet
- \* Promote and visit Member Businesses through distribution of the Vacation & Relocation Guide

##### BUSINESS COUNCIL

- \* Conduct business seminars / workshops that are focused on developing best business practices
- \* Develop a recognition program to highlight and recognize business and industry
- \* Provide an on-going customer service program
- \* Expand participation in the Chamber Bucks Program
- \* Stimulate commerce between members and educate businesses on the impact of spending locally
- \* Reward shoppers for shopping locally

##### CHAMBER CONNECTION LUNCHEON COMMITTEE

- Host Chamber Connection Luncheons for networking and to keep members connected with local officials and local events

##### GOLF COMMITTEE

- \* Conduct Annual Fundraising Golf Tournament in September 2023
- \* Conduct Spring Scramble Golf Tournament in May 2024



## Social Media - Marketing & Communications

## 2023-2024 CHAMBER BUSINESS PLAN

### COMMUNITY DEVELOPMENT DIVISION

#### BEAUTIFICATION & SAFETY COMMITTEE

- Active participant in the Keep Oklahoma Beautiful program
- Conduct, promote “Clean Up” efforts along state highways, city streets and lake shoreline
- Facilitate the Yard of the Month program
- Facilitate the “Griswolds of Grand” Residential Christmas Decorating Contest

#### LEADERSHIP GROVE

- Host Leadership Grove class from September 2023—January 2024
- Continue efforts to construct Grove Welcome Sign

### ADVOCACY

#### LEGISLATIVE COMMITTEE

- Work with Members, Partners to develop a Legislative Agenda
- Host Eggs & Issues Breakfasts with State Representatives and Senator
- Host Candidate Forums during election campaigns to educate Chamber members as well as the community on candidates and their respective ideas and positions
- Partner with state and regional organizations that can assist with accomplishing legislative goals and objectives

### ORGANIZATIONAL CAPACITY

- Maintain office space, equipment and storage capabilities to support the needs of membership



**Leadership Grove**

## Chamber Membership Resource Guide

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### WHAT'S IN IT FOR YOU?

**New Business Contacts:** As a member, you'll have access to many special events and activities through the year attended by many potential new customers.

**Publicity and Marketing Opportunities:** As a member, you will be listed and promoted in the annual Grove & Grand Lake Vacation and Relocation Guide. Members are also encouraged to display business literature in the Chamber lobby and utilize the website for a free category listing. Additional special advertising opportunities are available and include the Grove area map, event sponsorships, the Chamber weekly e-newsletter, and website.

**Referrals:** On a daily basis the Chamber responds to numerous requests for visitor or relocation information, including services available in the area. Only members of the Chamber are recommended.

**Community Salesman:** The Chamber serves as a spokesperson of the community. The Chamber is the community's business partner in providing information and promotion of the community to interested parties.

**Skill Building:** The Chamber offers a variety of programs that will assist you in developing your business and educating your employees.

**Facts and Figures:** The Chamber has information on demographics, growth trends and other significant community and economic facts and figures that impact your business.

### GRAND WELCOME PROGRAM

Help us welcome new residents to our area with an invitation to your business! Participation is easy: 1) must be a Chamber member, 2) there is a cost of \$50 for distribution of 24 welcome baskets, and 3) you provide 24 fun items to represent your business in the baskets. Baskets are distributed three times each year.

Call the Chamber Office at 918-786-9079 to participate!



### Home & Garden Show

## CHAMBER BUCKS

A Chamber Buck is a gift certificate - created by the Grove Area Chamber of Commerce - to promote the wonderful businesses that support our Chamber with their membership. This in turn, strengthens our local economy and supports business growth.

### Where can Chamber Bucks be used?

Chamber Bucks spend just like cash and can be redeemed at participating Chamber member businesses. Participants are listed on the back of the buck.

### Where are Chamber Bucks purchased?

Chamber Bucks may be purchased by the general public in \$5.00 increments at the Chamber office located in Downtown Grove at 111 W 3rd Street.

### How do I redeem Chamber Bucks?

The business owner/manager may redeem the bucks for an even exchange, at the Chamber office.

### How do I join the program?

To be involved, you just let us know that you want to participate by completing the form below and returning it to the chamber office. There is a **\$10.00 per year fee** to participate which helps with printing costs of the bucks. We will then add your business name to the participating merchants listed on the back of the Chamber Bucks.

### *Sign us up today!*

Business Name: \_\_\_\_\_

Contact: \_\_\_\_\_

I understand Chamber Bucks are reimbursed to participating businesses with current paid memberships. If your membership is not current, reimbursement is applied toward your membership fee only.

Signature: \_\_\_\_\_

## Chamber Membership Resource Guide

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**Chamber Bucks**

## Chamber Membership Resource Guide

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### LEAD INVESTOR PROGRAM

The Grove Area Chamber of Commerce developed the Lead Investor Program to allow all members and prospective members to participate in helping underwrite the broadened scope of services of the Chamber. This program allows members to make an investment above and beyond their annual investment. Incremental recognition will be awarded investors at Platinum and Gold levels.

#### The Chamber also...

- Keeps you informed on issues that affect your business
- Creates the way for healthy and profitable business climate
- Promotes economic development and tourism
- Offers many opportunities for you to promote your business
- Is your connection between; government, education and community entities
- Has a full-time staff and volunteer board to assist all members

#### GET INVOLVED AND GET RESULTS!

There are numerous committees needing volunteers.

Sign up now and get involved!

- Ambassadors
- Beautification
- Business Council
- Festivals and Events
- Golf Committee
- Leadership Grove
- Legislative Committee
- Luncheon Committee
- Retail Committee
- Retirement Committee



**Chamber Banquet**

**MAKE THE MOST OF YOUR MEMBERSHIP**  
*Your Opportunity For Involvement*

The Grove Area Chamber of Commerce Board and Staff would like to invite you to be a part of the process to make our community even better!

Your greatest benefit from your Chamber investment will come from your involvement in the activities and committees that relate directly to your business, or those in which you have a personal interest. Through committee participation, you will be a part of the decision making process and given the opportunity to share your vision and needs with other community leaders all working in the best interest of businesses like yours.

Get involved with this extraordinary network of members who generate our active Chamber of Commerce by joining a committee. Simply mark your selection(s) below and return it to the Chamber office.

**MARKETING & PUBLIC RELATIONS**

- Retail Committee
- Retirement Committee
- Festivals & Events

**MEMBERSHIP DEVELOPMENT**

- Ambassadors
- Business Council
- Golf Committee
- Luncheon Committee

**COMMUNITY DEVELOPMENT**

- Beautification Committee
- Leadership Grove

(Must be a graduate of Leadership Grove)

**ADVOCACY**

- Legislative Committee

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

PHONE \_\_\_\_\_ EMAIL \_\_\_\_\_

*Return to: GACC, 111 W 3rd Street, Grove, OK 74344 or fax 786-2909*

**Chamber  
Membership  
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**Farmer's Market**

## Chamber Membership Resource Guide



### Membership Has Its Advantages!

Being a member of the Grove Area Chamber of Commerce is not an expense, it is an investment—and you get what you put into it in terms of your time, talents, & resources.

Here are some simple ways to ensure you get MAXIMUM benefit:

- JOIN A COMMITTEE—What is your passion? Where do you want to help our community go forward? Odds are we have a committee you can be a part of to help do just that!
- TAKE ADVANTAGE OF OPPORTUNITIES TO PROMOTE YOUR BUSINESS
  - > Keep your information up to date. If something changes—your address, phone number, website, etc.—let us know! We will make sure that information is updated in our database, our website, and all of the other places we promote our members.
  - > Advertise in the Grove & Grand Lake Vacation & Relocation Guide, Weekly Newsletter, E-Blasts, & Welcome Basket.
  - > Sponsor activities such as our festivals, Business After Hours, luncheons, golf tournament, etc. Sponsors are recognized and have opportunities to tell others all about their business and services.
- ATTEND OUR EVENTS & ACTIVITIES. Bi-monthly membership luncheons. Business After Hours events. Ribbon Cuttings. Multiple festivals and special events. These are many other are great ways to get to meet and know others in the local community and we all know that folks like to work with those they know. So be known! To keep up with what's happening be sure you are on the weekly e-newsletter distribution.
- BE A PART OF LEADERSHIP GROVE, our leadership program that introduces aspiring leaders to the community and teaches important leadership lessons to the future leaders of Grove & our business community.



## Grove & Grand Lake Vacation & Relocation Guide

**JOIN TODAY!**

The Chamber is funded through membership investments. Every member invests in the future of Grove when they join the Chamber. Membership payments can be made annually or semi-annually. Renewal date is based on date joined.

Multiple Businesses: Firms with multiple businesses that operate in Grove with the same owner will pay additional membership for the second business at a 50% discount.

Individual Membership: Includes only people who do not own or operate a business.

Associate Membership: Is for an individual who would benefit from individual promotion. For example, a real estate agent or insurance agent.

*Note:* Your company must be a full dues paying member before a person is eligible for an Associate Membership.

**Investment Schedule**

<b>Employees</b>	<b>Dues Amount</b>
1 - 3	\$ 280.00
4 - 8	\$ 330.00
9 - 20	\$ 382.00
21 - 30	\$ 486.00
31 - 40	\$ 531.00
41+	\$ 531.00

(Plus \$3 per employee over 41)

(2 PT employees = 1 FT emp.)

Non-Profit Organization                   \$ 191.00

Individual/Associate                       \$ 176.00

\$25 processing fee is added to all new memberships.



**Golf Tournament**

# Chamber Membership Resource Guide



## Membership Application

Business Name \_\_\_\_\_  
Contact Name \_\_\_\_\_  
Title \_\_\_\_\_

Mailing Address \_\_\_\_\_  
\_\_\_\_\_

Physical Address \_\_\_\_\_  
\_\_\_\_\_

Phone # \_\_\_\_\_

Fax # \_\_\_\_\_

Website \_\_\_\_\_

Email \_\_\_\_\_

Business Type \_\_\_\_\_

Grove Business License # (if applicable) \_\_\_\_\_

Number of Employees F/T \_\_\_\_\_ P/T \_\_\_\_\_

(Above numbers includes Owner(s) and Employees)

Signature \_\_\_\_\_

Date \_\_\_\_\_

Annual Membership Investment \$ \_\_\_\_\_

*Gold Investor Level +50%* \$ \_\_\_\_\_

*Platinum Investor Level +100%* \$ \_\_\_\_\_

New Membership Processing fee \$ 25.00

Total Investment \$ \_\_\_\_\_

Payment Options: Annual \_\_\_\_\_ Semi-Annual \_\_\_\_\_

Membership investment in the Grove Area Chamber of Commerce is tax deductible as an ordinary and necessary business expense. Investments paid to the Chamber are not a charitable tax deduction for Federal Income Tax purposes. The Chamber is not a charity; however, it serves as an advocate organization for area business.



### Lights On Grand Christmas Festival & Parade

Our Lead Investor Program allows members and perspective members to help underwrite the broadened scope of services of the Chamber. This program lets members invest above and beyond their initial investment with incremental recognition awarded at Platinum and Gold levels.

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Features & Benefits	Basic	Gold	Platinum
Recognition at all events			*
Logo on weekly email blast		*	*
Recognition on website		*	*
Representation at the State Capitol	*	*	*
Advertising opportunities	*	*	*
Weekly e-mail communication	*	*	*
Listing on website	*	*	*
Membership window cling	*	*	*
Luncheon sponsor opportunity	*	*	*
Promotional items in lobby	*	*	*
Business referrals	*	*	*
Member pricing for events	*	*	*
Membership mailing list	*	*	*
Opportunity to attend and host BAH	*	*	*
Send company news on email blast	\$25.00	\$25.00	*
Ad on email blast (weekly charge)	\$5.00	\$5.00	*
Use of Chamber logo to endorse and promote your business	*	*	*
Link to company website from online listing	*	*	*
Opportunity to influence decisions and network with others through committees	*	*	*
Grand Welcome Basket Program	*	*	*
Sponsorship opportunities	*	*	*
Networking opportunities	*	*	*
Free promotion of your Ribbon Cutting	*	*	*
New Member welcome on email blast	*	*	*
Opportunity to participate in Chamber Bucks Program	*	*	*



**Yard of the Month**

