

MEMBERSHIP IN THE CHAMBER PROVIDES:

Valuable marketing tools

“Insider” knowledge of City happenings

Networking opportunities to develop new business opportunities

A voice in the business community; A voice in the state and local government

Opportunities to give back to the community



OUR MISSION

The Vestavia Hills Chamber of Commerce is an organization whose purpose is to foster, promote, advance and improve the economic, civic, educational and general business conditions of its members and the Vestavia Hills community, and to work with other organizations in these endeavors in a non-partisan manner.

Vestavia Hills Chamber of Commerce

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*“Building a Better Future
for Vestavia Hills.”*



MEMBER BENEFITS

The Chamber is Vestavia Hills' number one resource for developing and enhancing a business through:

- Informative programs at monthly luncheons on 2nd Tuesday of each month at Vestavia Country Club
- Free full-page insert in one monthly Chamber newsletter emailed to over 800 members; free listing as a new member
- Two Free listing (alphabetical & categorical) in Vestavia Hills' official magazine – *Vestavia Hills Living Magazine*
- One free set of mailing labels with approximately 830 member contacts
- Mailing list available with 12 month expiration on CD, updated as requested. \$100
- Free link from Chamber website to your website with monthly activity report
- Option to advertise specials via your website at no additional cost
- Coupon distribution through Welcome Baskets for new residents
- Free business consultation through SCORE (Service Corps of Retired Executives)
- Chamber-advertised Business Before and After Hours, Open Houses and Ribbon Cuttings
- Enhanced quality of life through Chambersponsored premier events: The Mayor's Prayer Breakfast, I Love America Summer Celebration Series, Viva Vestavia and more
- Use of Chamber Conference Room for meetings with audio-visual equipment
- Advertising opportunities in the *Community News*, *Vestavia Hills Living Magazine*, *News and Views* and special projects
- Sponsorship opportunities for Chamber events – Be a **Chamber Champion!**
- Enhanced school system through Chamber- implemented Partners In Education program (PIE)
- Member-to-Member discounts

The Chamber is actively involved in shaping policy on business and community issues.

Good News For Chamber Members

WASHINGTON — A national study by The Schapiro Group, an Atlanta-based market research firm, reveals a number of important findings about how consumers and business owners perceive the local chamber of commerce and the businesses that are their members.

For example:

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

Supporting the previous findings, the study also reveals a positive perception for the local chamber itself:

- Regarding the chamber's impact on the local economy, 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

The results of the Schapiro study are clear: Positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.

NATIONAL STUDY
Consumers 63% more likely to buy from chamber members.

Survey sponsors				
				
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