

www.durangobusiness.org

MEMBERSHIP

MAKIN' IT HAPPEN *guide*




the Chamber
DURANGO CHAMBER of COMMERCE



WHAT IS A CHAMBER OF COMMERCE?

The Chamber of Commerce is a catalyst... a common vehicle through which the mutual interests of all segments of the business community work together for the common good of the entire local population. A better community means better business and we are working for a better quality of life for everyone here. That is why we do what we do.

WHAT DOES A CHAMBER DO?

Our primary goal as an organization is to do everything we can to keep the region's economy strong and stable. In any community, it is from the profitable operations of business that all other benefits are derived. We achieve this goal by being proactive, sponsoring and organizing educational events and seminars, as well as offering great networking opportunities, helping local businesses and people connect together.

HOW DOES A CHAMBER WORK?

The Durango Chamber of Commerce staff administers and executes all chamber programs and activities as directed by our Board of Directors. The Board of Directors is comprised of local business leaders, all serving staggered terms. Each board member is elected by the Chamber membership, and none of the board members are paid for their services to the Chamber. The Board serves as the policy-making or "legislative" arm of the Chamber, while the Chamber staff is responsible for the daily operations of the organization.

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WHY JOIN THE CHAMBER?

The most significant benefit of membership in the Durango Chamber of Commerce is that the Chamber acts as the unified voice of more than 800 area businesses. This means that as a member of the Chamber, you are part of an organization that is involved in all matters that concern the economic well-being of this area. Members share a mutual desire to achieve a better community for all its citizens. Durango Chamber of Commerce membership is an investment in the present and future welfare of our community.

**GIVE US A CALL TO FIND
OUT HOW THE CHAMBER
CAN BETTER HELP
YOUR BUSINESS!**



Diplomats at a Ribbon Cutting

WHO FINANCES THE CHAMBER?

In short, you do! There is a misconception that the Chamber of Commerce is funded by public money, when in fact, our primary source of income comes from your membership dues. It is because of this that we are so dedicated to serving our members and our community. Without you, we would not exist!

WHAT TYPES OF BUSINESSES JOIN THE CHAMBER

Membership in the Chamber comes from every sector of the economy - manufacturing, retail, and services and includes large and mid-size businesses as well as new, entrepreneurial and home-based enterprises. In addition, many professionals join as individual members. The Chamber reflects the economic diversity of the La Plata County region with more than 800 members representing thousands of individuals.

HOW CAN I JOIN THE CHAMBER?

There are many levels of Chamber membership available that are affordable, accomodating all sizes of businesses and organizations. If you are interested in joining, would like more information, or have any questions you can stop by our offices in Santa Rita Park or call us at 970.247.0312 or join online at www.durangobusiness.org.

WHAT DOES THE CHAMBER DO FOR MY BUSINESS?

The Chamber serves the entire business community, but we focus on helping our members through marketing referrals, education, net working and resources. We strive to help your business be the best it can be by offering different programs and events that benefit a wide range of interests and demands. The extent of what the Chamber can do for your business can only be determined by you, the member! Other than referrals, the programs and events that you participate in determines what the Chamber does for your specific business.

PERSONAL & PROFESSIONAL DEVELOPMENT

We are dedicated to improving your chances to achieve success in your business or professional life.

BUSINESS AFTER HOURS

Monthly Business After Hours are hosted by various businesses to showcase their goods and services. This popular event has a 2 year waiting list. Call to sign up today.

EGGS & ISSUES

Quarterly "Eggs & Issues" breakfast meetings to discuss current political issues.

LUNCH & LEARN

Monthly meeting, where a Chamber member presents a one hour, educational seminar focused on issues that are important to the business and professional community.

SEMINARS

The Durango Chamber of Commerce hosts seminars throughout the year.

WORKSHOPS

Workshops offered throughout the year on a wide variety of subjects ranging from word-of-mouth marketing to international trade.

TUESDAY TALK...COFFEE AT CARVER'S

Networking events held monthly, on the first Tuesday of each month where FREE coffee is served for all in attendance.



Girls Gone Golfing VII

THE CHAMBER PROVIDES US WITH A CRITICAL & EFFECTIVE CONNECTION TO OUR COMMUNITY. THROUGH EVENTS LIKE THE TABLE TOP EXPO & BUSINESS AFTER HOURS, WE GET TO MEET NEW PEOPLE, SEE FAMILIAR FACES & VISIT THE BUSINESSES THAT MAKE DURANGO THE WONDERFUL PLACE THAT IT IS.

Eric Malone
- Payroll Department -

THE DURANGO DOLLARDS PROGRAM



The Durango Chamber of Commerce offers Community Gift cards called Durango Dollars. Durango Dollars can be used at any business in La Plata County. They are redeemable the same as a VISA gift card and are available in any increment with a minimum of \$25 and maximum of \$500 per card. Durango Dollars are available through the Chamber of Commerce in Santa Rita Park.

CHAMBER COUNCILS & COMMITTEES -BIG VOICE FOR SMALL BUSINESSES-

The Durango Chamber of Commerce oversees several councils and committees that help service the Durango business community.

CONNECTING PEOPLE & NETWORKING

Here at the Chamber of Commerce, we believe that communication is the key to a successful business community, so we have dedicated ourselves to serving as a catalyst for the businesses to interact and communicate. Not only do we provide our membership with the resources to find the people you are looking for, but we also bridge the gap between different members of the community. As a member of the Chamber of Commerce, you can use our vast resources to help develop and expand your business by meeting new people and showcasing your business. Events such as Business After Hours, Tuesday Talk...Coffee at Carver's and the Table Top Expo allow both Chamber Members and members of the community to discover new businesses and share ideas.

DURANGO AREA DIPLOMATS

The Durango Area Diplomats are the goodwill ambassadors for the Chamber of Commerce and Durango as a whole. The Diplomats (or "Dips" as we affectionately call them) assist with ribbon cuttings and grand openings and assist with special events throughout the year.

LEADERSHIP LA PLATA

Leadership La Plata is the leadership skills and broad-based community education arm of the Durango Chamber of Commerce. Each year, 16-18 diverse, civic minded and active community members from throughout the county are selected to participate in this influential program.

YPOD (YOUNG PROFESSIONALS OF DURANGO)

The YPOD's mission is to "connect, empower and engage" young professionals, ages 21-39 by providing educational, social and philanthropic activities that include community and civic involvement to help actively shape the future of Durango.

CHAMBER AFFINITY PROGRAMS

OFFICE DEPOT

Chamber members can save up to 60% off a list of 175 items most commonly purchased by businesses. Save up to 70% off your copying and printing and a minimum of 5% off most other in-store items when presenting your Store Purchasing Card (SPC), available to Chamber members only.

CONSTANT CONTACT

Constant Contact is the leader in Email and Social Media marketing for small businesses. We use Constant Contact for our online marketing and if you sign up through this link we can automatically give you up to 25% off of your account! Already paying for your account? No problem, just email your username to chamberprogram@constantcontact.com

360 DURANGO.COM

You will receive a free panoramic tour showcasing your business when you sign up for 360Durango.com's 180, 360 or Premium Package. The panoramic tour gives a 360-degree, HD tour of your business, demonstrating a spectacular view of your company. For more information on how your business can take advantage of this offer, please contact 360Durango.com at (970) 317-5387 or email us at info@360durango.com



Table Top Expo at the DoubleTree Hotel

PUBLICITY & EXPOSURE

MEMBERSHIP DIRECTORY

The Durango Chamber produces a complete membership directory that is distributed to all Chamber Members. A hard copy of this directory is published once a year, but the complete directory is also available online at durangobusiness.org and is updated weekly.

TABLE TOP EXPO

Every year the Chamber of Commerce holds a Table Top Expo in conjunction with Business After Hours. The Table Top Expo is a mini tradeshow that serves as an outlet for Chamber Members to display their goods and services to the business community. The exhibitors, as well as great food and prizes, make this a highly anticipated event every year.

VISITOR CENTER

As part of your Chamber Membership, you are invited to display your business cards and brochures in the Durango Visitor Center in Santa Rita Park. More than 50,000 tourists & locals visit the Chamber each year.

BUSINESS FACTS

Every week, as a service to our members, we produce and distribute an email blast called the "Business Facts". General announcements are FREE, ads start at \$25.

ADVERTISING OPPORTUNITIES

The Durango Chamber of Commerce has several outlets in which members can advertise on a regular basis. Our monthly newsletter, the Chamber Connection, offers advertising opportunities that can fit the needs of any member.

Another great advertising opportunity is the Chamber of Commerce website, durangobusiness.org. Hundreds of thousands of people navigate to the Chamber's site in search of relocation, tourism, and community information. Through banners and buttons on the various pages within the Chamber website, you can expose your business to customers before they even come to visit or move to Durango.

The most significant publication of the Durango Chamber of Commerce is our Community Profile. Published annually, it is distributed to thousands of people locally, nationally and sometimes internationally as our free relocation packet. For many people, it is the first step in relocating to Durango and therefore is their first glimpse as local businesses.

WORKING WITH THE CHAMBER

HAS BEEN VERY BENEFICIAL TO ME AND MY BUSINESS. **WE TRANSPLANTED INTO DURANGO AND DID NOT HAVE ANY ROOTS HERE. WE HAVE USED THE MANY OPPORTUNITIES TO NETWORK WITH THE BUSINESS COMMUNITY THROUGH THE CHAMBER. WE HAVE ALSO USED THE KNOWLEDGE AND RESOURCES OFFERED BY THE CHAMBER. THE CHAMBER HAS BEEN INSTRUMENTAL IN THE SUCCESS OF OUR COMPANY AND A LOT OF FUN TO WORK WITH.**

Susan E. Smith
- Another Dimension Design -

THE "LOOK LOCAL FIRST" CAMPAIGN



Look Local First is a community wide campaign to keep dollars in La Plata County as long as possible. The "Look Local First" campaign is a joint effort of the Durango Chamber

of Commerce, the Alliance and the Local First, a group started by local businesses and non-profit organizations. Call the Chamber for "Buck" promotional items (247.0312) or to have "Buck" make an appearance at one our your events.



CHAMBER RADIO SHOWS

Popular weekly radio shows hosted by Executive Director, Jack Llewellyn, and broadcast on KIUP & KDUR. This is a great opportunity for Chamber Members to be interviewed on-air about activities related to their business and the community. Call 247.0312 to schedule your interview.

PUBLICATIONS & RESOURCES

You already know that the Chamber produces many publications which are great opportunities for advertising, but did you know that those same publications are also great sources on information? Both the Community Profile and the Chamber Membership Directory are used by many people throughout the community to keep in contact and up-to-date on all important phone numbers. Our monthly newsletter, the Chamber Connection, is a great tool to keep up-to-date on all of the community and business events happening in Durango.

REFERRALS

Every year, thousands of people call the Durango Chamber of Commerce as a resource for information about Durango and its businesses. The Chamber is the first place people call when they are searching for information about visiting Durango or looking for a particular business. We will always refer a Chamber Member over a non-member, so it really pays to be a member when your business is exposed and recommended to visitors and locals who call the Chamber.

CERTIFICATE OF ORIGIN

As a member of the Durango Chamber of Commerce, Certificates of Origin required for international shipment can be executed by a Chamber Staff member at no charge. Non-Members will be required to pay a fee for this service.



TOOLS FOR BUSINESS SUCCESS/ REFERENCE USA

Tools for Business Success is an online resource that offers a complete toolkit to start and grow your business. Reference USA is a national data mining tool available exclusively to Chamber members. Reference USA is a powerful marketing research database that helps users create marketing plans, conduct competitive analysis, raise funds, locate & target people.

MEMBERSHIP LABELS

The Durango Chamber of Commerce offers its members the possibility of purchasing a set of Avery labels (\$50) with the entire membership mailing addresses. A CD is also available for \$100.

MOBILE APP

The Chamber has recently launched its mobile app, which is compatible with most smart phone devices. Advertising spaces are available (\$99/month - 5 spaces available). To upload, visit www.durangobusiness.org/mobile.

COUPONS/JOB POSTINGS/INTERNSHIPS

Chamber members have the exclusive opportunity to post job openings and coupons on www.durangobusiness.org for FREE. Community members as well as Chamber Members can view and use them.



111 S. Camino del Rio . P.O. Box 2587 . Durango, CO 81302
phone 970.247.0312 **fax** 970.385.7884

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