



Membership Investment Opportunities



Thank you for your interest in the Chamber of Commerce of Cape Coral. Your membership is a good investment in the future of our community and your business. Browse through the pages to discover how the Chamber can help you, and how you can help our community.

As a member, you are helping to...

Strengthen our local economy, promote the community, provide networking opportunities, represent the interests of business with government and take political action.

As Your Chamber of Commerce, we work to...

Bring you more business, create better connections, make you more visible, help you work smarter.

We're Creating a Stronger Local Economy...

Through special events such as Holiday Festival of Lights, Cape Coral Farmer's Market and the Surfside Sunset Market, the Chamber is making our economy stronger every day.

A growing economy brings more jobs, which bring more consumers. By bringing visitors and new residents to our community we create new job opportunities and new growth. Through the operation of two Welcome Centers, tens of thousands of visitors are directed each year to you, our member. Through www.capecoralchamber.com, more than 250,000 visitors each year are directed to our members annually. How many new customers do you need to create a new job? We suggest that the answer to the question is, follow the dollars. It's doesn't take long to realize the importance of supporting your Chamber.

We're Making You More Visible...

Exposure comes naturally when you are a member of the Chamber of Commerce of Cape Coral. Take full advantage of free publicity most businesses cannot afford. Exclusive features like ribbon cutting ceremonies, ground-breaking ceremonies, reopening ceremonies, hosting networking meetings, and press releases in the Chamber Trends Monthly and the weekly E-Newsletter about your company are just a few examples of the exposure you'll enjoy.



We're Representing the Interests of Business with Government...

There is no more important function for the Chamber than to be the voice of business in our community. Who else would do this for you? Your attorney, or perhaps your national trade organization... But for your membership investment, you get so much more than effective business advocacy in Cape Coral. We are the only broad-based business organization that can represent your business interests no matter your size, industry, or location. Whether you're doing business in Cape Coral or your company is located outside of Cape Coral, we are working for you.

You don't have time to research all the issues and trends that will affect your business this year. Your Chamber membership gives you the freedom to focus on your business while we work with local governments to protect your interests. You'll be alerted to issues and initiatives that deserve your attention so you won't miss a chance to be heard on decisions affecting your quality of life. The Cape Coral Chamber plays a key role in developing coalitions and alliances on public policy issues. More often than not, the issues facing a community lend themselves to a unified business voice. The Chamber Public Affairs Committee determines which issues those are by surveying the Chamber members, then the Chamber Board of Directors create a resolution to present to the legislative body so that we speak as one voice.



"I invite you to become a member and choose your level of support, please review this brochure and see how you can be a part of the community."

Joe Padgett, Customer Service Director LCEC

We're Promoting the Community...

Chambers of commerce are among the first institutions created in a community when it is first established. In the early years, they exist to help build the community, attract visitors and bring business to town.

Over the years, these roles may change, but the one steady image chambers have is that, as much as city government, we are the reflection of the community and a trusted resource center. In fact, many people even mistakenly think the chamber is a part of government.

It is for that reason that chambers of commerce are viewed as the source of information about their communities. It's why people call chambers for everything under the sun. It's why school children write letters to us. It may even be why we are sometimes held responsible for the weather!

Business clearly expects chambers to put the community's best foot forward. We do this through the operation of two Welcome Center's, production and distribution of printed marketing tools, operation and maintenance of www.capecoralchamber.com and through several large special events.

We're Providing Networking Opportunities...

All businesses know that they must network. That is why they join service clubs, lunch clubs, country clubs and other organizations. However, networking is not socializing.

Networking is connecting with other people with a goal in mind. Maybe your goal is community awareness. Perhaps your intent is to create goodwill, increase sales, connect with other well-connected business people or expanding your market.

People sometimes believe that once they join an organization, networking is free. If you are networking incorrectly, or in the wrong circle for your goals, then networking is very expensive. Done correctly, and in the right circles, networking can be a rewarding experience and a great return on your investment of time and energy.

However, most of the reasons you should be a member of the Chamber of Commerce of Cape Coral do not require you to even lift a finger to participate in events or communities.



We're Bringing You More Business...

By phone, walk-in, e-mail and Internet, the Chamber of Commerce of Cape Coral gives thousands of referrals each month. As a member, you will directly benefit from these new customers. You may be surprised how many consumers look for the Chamber plaque and window decals as a sign that you are a reputable member of the community.

We're Creating Better Connections...

Chamber Members have a better connection to the Cape Coral community because they are connected to each other. After all, you can't count on advertising to give your business an adequate connection to the community. Your circle of influence will grow by 1,000 the instant you join the Chamber of Commerce of Cape Coral.

Through tools like www.ChamberCertificate.com, members are connected to other members and the community through this complimentary discount service. Through sponsor opportunities, brochure distribution and business card distribution in our lobby, we connect our members to the community and tens of thousands of visitors each year.

Through our Jr. Leadership, Leadership Cape Coral, Advanced Leadership, Leadership Alumni and Leadership University we connect hundreds of business people to our community through education and community projects.



"Let's face it folks my business is about making businesses successful through advertising, marketing and public relations. I use the Chamber's multitude of opportunities such as special event sponsorships, magazine advertising, welcome center sponsorships and business publication sponsorships for my clients. The Chamber offers affordable opportunities that fit any business and budget size."

**Chris Spiro, CEO
Spiro & Associates**

The Chamber Of Commerce Of Cape Coral Has Seven Service Tiers From Which To Choose.

These Options Allow You To:

- Choose the Services that Meet your Business Needs
- Upgrade your Visibility in the Community
- Simplify Annual Purchasing
- Save Money

Through the process of creating seven different membership tiers, the cost-per-member benchmark was determined to be \$750 per member per year. This shows how much the Chamber of Commerce of Cape Coral spends, per member, to do what our members ask us to do in Cape Coral and Southwest Florida.

As a business owner or manager, you would never offer a product or service below your cost of service. However, the Chamber of Commerce of Cape Coral offers membership packages priced below our cost-per-member because our goal is to offer services to all members, regardless of size or ability to pay.

\$5,500 PRESIDENT'S DIAMOND CIRCLE

\$2,750 PRESIDENT'S GOLD CIRCLE

\$1,300 EXECUTIVE MEMBERSHIP

\$850 BUSINESS LEADER TIER

\$550 PREMIUM MEMBERSHIP

\$375 ENTREPRENEUR MEMBERSHIP

\$175 CHAMBER FRIEND



"As a consultant for business land use and permitting issues, I can tell you that even though my business is very targeted and specific, I have received several referrals from the Chamber that have turned into new business. While we don't have a storefront, the Chamber, its Welcome Center, Annual Publication and website serve as the bricks and mortar that let prospects know that we are open for business."

Joe Mazurkiewicz, President BJM Consulting
Former Mayor City of Cape Coral

Chamber Friend Tier - \$175 Investment

Value of \$575

The Chamber Friend Tier is designed for people in our community who want to be involved with the Chamber and who may be retired and are not actively representing a business or organization in our community. This level provides these members with information about the Chamber and community as well as an opportunity to attend Chamber events.

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- Listing in Chamber's Annual Publication (15,000 Circulation)
- Listing in the Online Business Directory
- Free Monthly Business After Hours Admission
- New Member Orientation
- Member Pricing For Chamber Functions
- Membership Plaque



Entrepreneur Tier - \$375 Investment

Value of \$875

The Entrepreneur Tier is our basic level of membership created from input from our members. This level combines the most basic and powerful marketing and networking tools the Chamber has to offer at a very competitive price and value. This tier offers basic levels of marketing and compares well with traditional forms of advertising for a target audience.

Marketing & Visibility

- Listing In Chamber's Annual Publication (15,000 Circulation)
- Business Listings in the Online Business Directory
- Business Hyperlink on Chamber Website
- 60-word Business Description on Chamber Website
- Brochure or Business Card Space in Chamber Welcome Centers
- Free Monthly Business After Hours Admission
- Access to Chamber Networking Events
- Complimentary Ribbon Cutting/Ground Breaking

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- Business Referral Service
- New Member Orientation
- Member Pricing for Chamber Products & Services
- Membership Plaque

Non-Profit Tier

\$240 - Value of \$1329

The Non-Profit Tier includes the same benefits as the Entrepreneur Tier. Includes two half page complimentary advertisements in the Chamber Trends Digital Magazine.

Premium Tier - \$550 Investment

Value of \$1,725

The Premium membership tier is a very smart decision for small businesses who want greater visibility. Members of this tier and above receive additional perks such as an annual printed membership list.

Marketing & Visibility

- 2 Listing In Chamber's Annual Publication (15,000 Circulation)
- 2 Business Listings in the Online Business Directory
- 2 Business Hyperlinks on Chamber Website
- 2 60-word Business Descriptions on Chamber Website
- 1 Brochure or Business Card Space in Chamber Welcome Centers
- Free Monthly Business After Hours Admission
- Access to Chamber Networking Events
- 2 Printed Membership Directories (Annual Upon Request)
- Complimentary Ribbon Cutting/Ground Breaking

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- Business Referral Service
- New Member Orientation
- Member Pricing for Chamber Products & Services
- Membership Plaque



"I know for a fact that our involvement in the Chamber, whether it is through the realty company, the shopping center or the hotel, is positively effecting the growth and success of our business. There is no other business organization within our city that has that kind of positive impact on our business."

**Elmer Tabor, Owner, Wonderland Realty, The Hampton Inn & Suites
& Big John's Plaza**

Business Leader Tier - \$850 Investment

Value of \$2,850

The Chamber of Commerce of Cape Coral takes political action on issues that unfairly target the business community, or a particular industry. Many consider this as a type of insurance knowing the Chamber is there with the contacts and the know-how to cut through the red tape that keeps businesses from growing.

As a Business Leader Member, you are supporting our ability to take political action for the businesses in the Southwest Florida area. These businesses and their employees are the backbone of our community and could very well be your customers.

Marketing & Visibility

- 3 Listings In Chamber's Annual Publication (15,000 Circulation)
- 3 Business Listings in the Online Business Directory
- 3 Hyperlinks to Company Website in the Online Business Directory
- 3 60-word Business Descriptions on the Online Business Directory
- 1 Brochures or Business Card Spaces in Chamber Welcome Centers
- Free Monthly Business After Hours Admission
- Access to Chamber Networking Events
- 3 Printed Membership Directories (Annual upon request)
- 3 Electronic Membership Directories (Excel Format on CD)
- Complimentary Ribbon Cutting/Ground Breaking

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- Business Referral Service
- New Member Orientation
- Member Pricing for Chamber Products & Services
- Membership Plaque



"As the past Chairman of the Chamber's Public Affairs Committee our focus has been on issues that impacted business and the quality of life on all levels of government. We had several evening events to help educate and communicate to our members and community issues impacting our community."

Annette Carrasquillo, LAI Design Associates

Executive Tier - \$1,300 Investment

Value of \$4,250

Representing the interest of business with government is a service we provide so that you can focus on your business, not government regulation. If your business or your customers benefit from less red tape an Executive Tier membership allows you to support the Chamber's government affairs programs and connect to other business professionals who share your engagement in these issues.

Marketing & Visibility

- 4 Listings in Chamber's Annual Publication (15,000 Circulation)
- 4 Enhanced Business Listings in the Online Business Directory
- 4 Hyperlinks to Company Website in the Online Business Directory
- 4 60-word Business Descriptions in the Online Business Directory
- 2 Brochures or Business Card Spaces in Chamber Welcome Centers
- Company Listing as Executive Member in Monthly Chamber Trends Magazine, Website, General Membership Meetings and Leadership Cape Coral Materials
- 4 Executive Tier Name Tags Similar to those used by the Chamber Board of Directors
- Free Monthly Business After Hours Admission
- Access to Chamber Networking Events
- 4 Printed Membership Directories (Annual upon request)
- 4 Electronic Membership Directories (Excel Format on CD)
- 1 Tabletop Display at a General Membership Meeting
- Complimentary Ribbon Cutting/Ground Breaking

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- Business Referral Service
- New Member Orientation
- Member Pricing For Chamber Products & Services
- Membership Plaque



"The Chamber of Commerce of Cape Coral leads our state in quality and comprehensive leadership programs. My involvement in the various Leadership programs has garnered me a long list of life long friends and business relationships."

Don Schnell, Regions Bank

Presidents Gold Circle Tier - \$2,750 Investment

Value of \$9,572

Representing Cape Coral with two outstanding Welcome Center locations we provide information about our community and our members to more than 30,000 visitors and investors each year. We also receive more than 30,000 phone calls annually. Your support helps the Welcome Centers keep the doors open and provide the valuable services that our visitors and future investors need to make sure Cape Coral is their 1st choice.

Marketing & Visibility

- 6 Listings in Chamber's Annual Publication (15,000 Circulation)
- 6 Enhanced Business Listings in the Online Business Directory
- 6 Hyperlinks to Company Website in the Online Business Directory
- 6 60-word Business Descriptions in the Online Business Directory
- 3 Brochure or Business Card Spaces in Chamber Welcome Centers
- Company Listing as Presidents Gold Circle Member in the Chamber Trends Digital Magazine, Website, General Membership Meetings and Leadership Cape Coral Materials
- 6 President Gold Circle Name Tags similar to those used by the Chamber Board of Directors
- Company Banner at Three Community Special Events
- Free Monthly Business After Hours Admission
- Access to Chamber Networking Events
- 6 Printed Membership Directories (Annual Upon Request)
- 6 Electronic Membership Directories (Excel Format on CD)
- One Tabletop Display at a 3 General Membership Meeting
- Complimentary Ribbon Cutting/Ground Breaking

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- New Member Orientation
- Member Pricing for Chamber Products & Services
- \$500 Discount for Leadership Cape Coral
- \$500 Discount on Lobby Advertising
- Business Referral Service
- 3 Website Category Listings (Annual Package)
- 1 Full Page Ad in Chamber Trends Digital Magazine
- Membership Plaque



Presidents Diamond Circle Tier - \$5,500 Investment

Value of \$18,263

If your business benefits from a strong economy, the President's Diamond Circle is your best choice to support the Chamber's success, and receive some nice perks along the way. The President's Diamond Circle features a CEO or Spotlight on Business in the web based Chamber Trends Digital Magazine and updated electronic membership directories each month.

Marketing & Visibility

- 10 Listings In Chamber's Annual Publication (15,000 Circulation)
- 10 Enhanced Business Listings in the Online Business Directory
- 10 Hyperlinks to Company Website in the Online Business Directory
- 10 60-word Business Descriptions in the Online Business Directory
- 5 Brochure or Business Card Spaces in Chamber Welcome Centers
- Company Listing as Presidents Diamond Circle Member in Chamber Trends Digital Magazine, Website, General Membership Meetings and Leadership Cape Coral Materials
- 10 President Diamond Circle Name Tags similar to those used by the Chamber Board of Directors
- Free Monthly Business After Hours Admission
- Access to Chamber Networking Events
- Company Tent at 3 Community Special Events
- Spotlight on Business Article in one Chamber Trends Digital Magazine
- One Tabletop Display at Six Monthly General Membership Meetings
- 12 Electronic Membership Directories (Excel Format on CD)
- 12 Printed Membership Lists
- Annual Subscription to the Leads/Stuff - It Program
- Complimentary Ribbon Cutting/Ground Breaking

Benefits & Services

- Complimentary Chamber Trends Weekly E-Newsletter
- Complimentary Chamber Trends Digital Magazine
- New Member Orientation
- Member Pricing for Products and Services
- \$1000 Discount for Leadership Cape Coral
- \$1000 Discount on Lobby Advertising.
- Business Referral Service
- 5 Additional Website Category Listings
- 4 Full Page Ads in Chamber Trends Digital Magazine
- Banner Ad in Chamber Trends Weekly E-Newsletter (Annual Package)
- Logo Display in Leadership Materials
- Membership Plaque



"I know my investment in the Chamber will help our community grow and in turn help my business grow."

Wayne Kirkwood, Owner
Kirkwood Electric

New Member Checklist

Welcome to the Chamber of Commerce of Cape Coral. This checklist is to assist you in your success and return on investment as a new stakeholder in the Chamber. If you have any questions please contact one of the Chamber Team members below.

- o Scheduled Ribbon Cutting for photo opportunity in the Chamber E-Trends (11,000 subscribers) and The News-Press (40,000 subscribers) - Contact Laura Koehn
- o Placed Tri-fold brochures or business cards at Welcome Centers, 2051 Cape Coral Parkway E, and FOS Furniture - Contact Lori Marlowe
- o Posted 60-word business description for the website - Contact Stephanie Roberson
- o Provided the Chamber with website address to drive more traffic to your website - Contact Stephanie Roberson
- o Obtained my Chamber mentor - Contact Michelle Cherwaty or Doug Clark
- o Attended a New Member Orientation - Contact Laura Koehn
- o Attended a monthly Business After Hours (third Thursday of every month) - Check out Chamber Events at www.capecoralchamber.com
- o Attended an A.M. Business Card Exchange (first Tuesday of every month) Check out Chamber Events at www.capecoralchamber.com
- o Signed up for my User ID and Password to access and manage my profile online on the Chamber website - Contact Stephanie Roberson

Donna Germain, President – (239) 549-6900 ext. 107, donna@capecoralchamber.com

Michelle Cherwaty, Membership Sales - (239) 549-6900 ext 110, michelle@capecoralchamber.com

Doug Clark, Membership Sales - (239) 549-6900 ext 103, doug@capecoralchamber.com

Laura Koehn, Member Services Director - (239) 549-6900 ext 109, laura@capecoralchamber.com

Annette Siner, Special Events Director- (239) 549-6900 ext. 111, annette@capecoralchamber.com

Claudia St. Onge, Business Manager – (239) 549-6900 ext. 101, cso@capecoralchamber.com

Stephanie Roberson, Technology Director – (239) 699-8442, stephanie@capecoralchamber.com

Lori Marlowe, Welcome Center Specialist - (239) 549-6900 x102, lori@capecoralchamber.com



Chamber of Commerce of Cape Coral

2051 Cape Coral Parkway E.

Cape Coral, FL 33904

P.O. Box 100747, Cape Coral, FL 33910

(239) 549-6900 FAX (239) 549-9609

www.capecoralchamber.com

1(800)226-9609

Membership Application

Company Name: _____

Primary Representative Name: _____

Primary Representative E-mail: _____

Secondary Representative Name: _____

Secondary Representative E-mail: _____

Business Address: _____

City/State/Zip: _____

Billing Address: _____

City/State/Zip: _____

Business E-mail Address: _____

Business Phone: _____ Business Fax: _____

Web site: _____

Professional Category: _____

Number of Full Time Employees: _____

Credit Card Number: _____ Expiration Date: _____

Name on Card: _____ 3-Digit Code(on back of card) _____

Card Billing Address: _____ City _____ State _____ Zip _____

Tier Level: _____

Total Investment:: \$ _____

Sold By: _____

Referred By: _____

I (we) agree to abide by the Chamber of Commerce of Cape Coral by-laws, support its objectives and the applicable annual membership dues. I (we) understand membership dues are non-refundable and cannot be transferred.

Member Signature: _____ Date: _____

Membership Application

Use this form to submit your Home Page Information. Submit this form or E-mail the information to info@capecoralchamber.com

Please fill out 60 words about your company for the Chamber website:

Membership Expectations: _____

Website URL: _____

E-mail Address: _____

