

Farmington Regional Chamber Member Resource Guide



*OPENING DOORS
FOR BUSINESS PROSPERITY
IN THE FARMINGTON REGION*



302 N. Washington Street
Farmington, MO 63640
(573)756-3615
FarmingtonRegionalChamber.com
Chamber@FarmingtonRegionalChamber.com

CHAMBER RESOURCES TO PROMOTE YOUR BUSINESS

- ⇒ **Ribbon-cutting, Open House, & Ground-breaking**
- ⇒ **Networking** opportunities to increase your visibility, connection and influence
- ⇒ **Host a Morning Mixer** at your business
- ⇒ **FREE Daily Journal print & digital newspaper advertising package for all new members (\$595 value)**
- ⇒ Send information for the **Chamber E-Blast** The E-Blast is sent to around **1,000** business and community leaders each week Email the Chamber staff and request your event, job posting or news release to be included in the E-Blast. It's THAT simple! (.jpeg or png format, please— no PDFs)
- ⇒ **Send information for the Facebook page** The Farmington Regional Chamber Facebook page has **over 8,000 followers** and **reaches an average of over 35,000 people each month**. You can also request to be featured in a Facebook live video on the Chamber page. (Send information in Messenger.)
- ⇒ Make sure your **business listing on the Farmington Regional Chamber website** is personalized and current. You can add photos, hours of operation, map, videos, logo and contact information. (Hint-You can do this through your Member Information Center portal.
- ⇒ Post your special events on the **Farmington Regional Chamber website EVENT calendar**. When you post it through your Member Portal it also simultaneously posts to the event button in the "Play" section of the Eat Shop Play in the Parkland app, and the Chamber website & Facebook page.
- ⇒ Submit **News Releases to the Farmington Regional Chamber** when your company receives an award, recognition, makes a donation to a non-profit, or hires a new employee. When you submit your news release through your member portal it is automatically shared to our website and the Chamber Facebook page.
- ⇒ Use the **Farmington Regional Chamber bulk mail permit** when mailing 200+ pieces and **cut your postage rate almost by half!** All the details are listed in your Member Portal under the resources tab.
- ⇒ Include your business information in the **Farmington Regional Chamber relocation packets**. Lists of member real estate companies, restaurants, hotels, shopping, home repairs, churches and fun things to do are already included in the packet! We distribute about 600 relocation packets annually.
- ⇒ **Sponsor a Chamber event** and increase brand recognition for your business! Did you know sponsorships are available for all kinds of events and various price ranges? Ask for a Sponsorship Guide for details.
- ⇒ **Signage in the Chamber lobby** advertising your business in the Chamber lobby increases your visibility with visitors to the Chamber office including **professionals attending meetings in the training room** and many **visitors seeking tourism information**. For pricing and additional information email Chamber@FarmingtonRegionalChamber.com .
- ⇒ **Eat Shop Play in the Parkland app** members receive an upgraded listing and are eligible to enroll in a premium listing (see back cover for more details).
- ⇒ **Join the Leads Referral Group**— a closed, members-only group designed to build trust and directly cross reference for providing leads or referrals for your business. Cost is \$150/yr. See Candy Hente for all details.



****Marketing experts have found the average consumer needs to be exposed to information at least 7+ times before they act on it!***

ADDITIONAL MEMBER RESOURCES

- ◆ Use of our state-of-the-art training room at no cost to members with seating accommodating up to 30 people
- ◆ List your job openings on our website, newsletter & Facebook page at no additional charge
- ◆ On-going community referrals for your business
- ◆ Chamber Benefit Plan offering affordable Anthem Blue Cross/Blue Shield health insurance options for businesses with 2-50 employees



NETWORKING OPPORTUNITIES

- ◆ Business & Community luncheon on the third Thursday of the month at the Centene Center at noon with an average attendance of 65-75
- ◆ Morning Mixer on the second Wednesday of the month from 7:30 -9 a.m. hosted at various businesses
- ◆ Maximizing Your Membership Orientation held monthly
- ◆ Annual Chamber Golf Tournament
- ◆ Volunteer for events & committee



THE VOICE OF BUSINESS

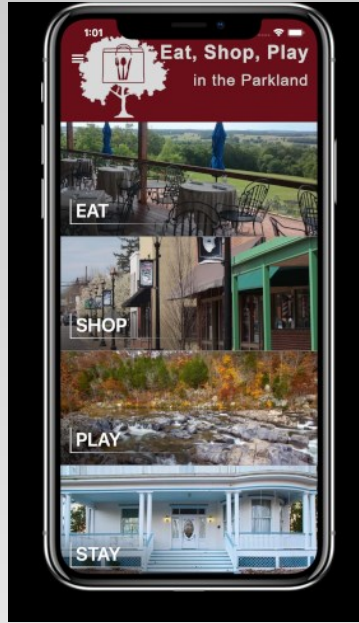
- ◆ Working closely with legislators at the city, state and federal levels serving as a conduit reaching the business community
- ◆ Chamber staff and volunteers actively participate in the annual Missouri Chamber Federation's legislative priority session as a voice for our region in establishing the Missouri Chamber Federation's lobbying agenda
- ◆ Hosting public candidate forums on an as needed basis prior to elections
- ◆ Hosting the annual "State of the City" address and also participating in the planning of the annual "State of the County" address, keeping the businesses and community connected to local government officials
- ◆ Farmington Regional Chamber maintains membership in the US Chamber which lobbies on behalf of business at the federal level and provides federal updates on legislation



Advancing business— Strengthening community

EAT SHOP PLAY in the PARKLAND APP

- Eat Shop Play in the Parkland app was conceptualized at the Farmington Regional Chamber and has over 4,500 downloads.
- The app is marketed through local hotels, relocation packets, social media & more
- All members in eligible categories receive a FREE enhanced listing
- Premium listings available for as little as \$100/year, including the ability to send customer notifications, sponsored ads available for each section and sub-section.
- Additional advertising space is also available in banner ads and splash screen ads
- Email Candy@FarmingtonRegionalChamber.com for more details!



ANNUAL SIGNATURE EVENTS

- ◆ Celebration of Success annual banquet
- ◆ Country Days festival– first full weekend in June
- ◆ Annual Golf Tournament– August
- ◆ Christmas Parade– first Friday in December

BUSINESS EDUCATION

Professional development workshops and luncheon topics presented throughout the year both in an in-person and online formats

COMMUNITY PARTNERSHIPS

Our members make it possible for us to maintain valuable partnerships with community leaders in education, economic development, tourism, and workforce development. Our partnership with the Industry & Education Council, Farmington High School's Career Steering Committee and Incubator EDU program are prime examples of your Chamber working to help prepare the emerging workforce. With this collaborative approach, together everyone achieves more.



SCORE

We help connect business owners with free, confidential, local business mentoring available through this Small Business Administration program, a program we are proud to help coordinate for our region. Mentoring is available for those wishing to start or grow their business.

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JOIN TODAY AT:

FarmingtonRegionalChamber.com

FARMINGTON REGIONAL CHAMBER

IMPACT PARTNERS



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