



GRAND LAKE AREA CHAMBER OF COMMERCE

2014 MEMBERSHIP ENROLLMENT

Vision: *The Grand Lake Area Chamber of Commerce unifies the business community by educating, partnering, supporting and promoting the membership to create a successful sustainable year-round economy.*

Mission Statement: *The Grand Lake Area Chamber of Commerce supports and promotes its membership and the community while encouraging a sustainable year-round economy.*

Included Member Benefits

Our members receive a variety of benefits and opportunities exclusive to Chamber Membership. Check them out below!



Web Presence

Our website is one of the greatest marketing tools to you, as a member. We are projecting over 200,000 visits to our site this year; last year we received more unique visitors than visitgrandcounty.com! Presence on our webpage is a brilliant way to add value to your business. You also have the ability to increase your web presence and customer base through our partners!

- Free Basic Website Listing
- Your event posted on our Calendar of Events
- Hot Deals to the general public; deals are linked to our homepage
- Member to Member discounts
- Ability to post jobs
- You have the ability to list your business at Colorado.com at no additional cost to you – We'll show you how
- JackRabbit Book Direct enables potential lodging guests to book reservations with you directly from our site. We can ensure your webpage is compatible and linked up
- Free listing and specials posting on www.visitgrandcounty.com
- We can get the word out for you through our successful social media outlets, just email us a photo and a description of what you want shared. Our business Facebook posts are viewed by an average of 1,000 users

Print

The Chamber is contracted by the Town of Grand Lake to create its annual Strategic Marketing Plan, and enter all advertising contracts for the Town. We work to provide meaningful advertisements to key demographics to draw more visitors into Grand Lake.

- Free basic listing in the Grand Lake Visitor Guide (we'll be designing a new one this year!)
- Front Range and National advertising done on your behalf
- Co-op advertising opportunities



Email Marketing

Monthly, our staff responds to thousands of email inquiries regarding travel to Grand Lake, don't miss out on your business being highlighted!

- Lead response programs enable us to send travel information to thousands of potential visitors monthly
- In addition, the Chamber sends a monthly membership newsletter, you can get the word out locally about your business or pen a featured article
- Your business can also send us custom emails and messages to email to Chamber Membership

Public Relations

On the County and the State level, the Chamber attends important meetings to ensure that the voice of the business community of Grand Lake is heard. The staff participates in several Boards, Organizations and Committees to increase the presence of Grand Lake and establish lasting connections. Currently, we are working with Grand County Economic Development on a long term survey to assess the needs, demographics, and capacity of our area. We also frequently send and post press releases for important local events.

- Press releases
- Liaison to various agencies: Rocky Mountain National Park, Grand County Colorado Tourism Board, Grand County Economic Development, Arapahoe National Forest, State of Colorado Tourism Office, Grand County Chambers of Commerce, Office of Economic Development and International Trade, Estes Park Visitor Center, Visit Estes Park and Colorado Creative Industries
- Organize all press and media trips with the County Director of Public Relations to secure editorials and web content
- Point of communication for news outlets
- Events- the Chamber manages multiple events to draw more visitors to town and add to their optimal experience
- Ribbon Cutting Ceremonies for new businesses

Grand Lake Visitor Center

The Visitor Center is open year round and is often the first stop our guests make as they enter town. We receive tens of thousands of visitors in the center annually in addition to fielding thousands of phone calls. We are a trusted source for the Grand Lake visitor. These guests look to us for recommendations and brochures to take with them!

- 1 free brochure space in the Visitor Center
- 1 business card space
- 1 kiosk space

Organization Opportunities

From mixers to voting privileges it's great to be a Chamber Member! If you'd like to be more involved in the organization let us know, and look for mixers and exclusive member opportunities in our monthly e-Newsletter.