

MAQUOKETA

CHAMBER OF COMMERCE

MEMBERSHIP MENU 2021



MISSION STATEMENT

The Chamber will support and strengthen Member success, which enhances the quality of life, economic well-being and opportunities in the communities we serve.

Chamber Board of Directors

SCOTT WARREN, PRESIDENT

TMaquoketa Area Family YMCA

TIM COTTLE, VICE PRESIDENT

Eastern Iowa Community College District

BETH GERLACH, SECRETARY

Treasurer of Jackson County

KATHY SEYFERT, TREASURER

Fidelity Bank & Trust

MEGAN SIMMONS

Imagine the Possibilities

JENI JOOS

Wag More

CHRIS SCHAEFER

The Engel Agency

DEB SHEA

Make A Splash

COLLEEN SCHWENKER

Timber City Chiropractic

RACHELLE ZEIMET

Maquoketa State Bank

TRISTA BEISE

Schoenthaler, Bartelt, Kahler & Reicks

MaquoketaChamber.com

WENDY MCCARTT

Executive Director
director@maquoketachamber.com

CHERYL CLARK

Administrative Assistant
cheryl@maquoketachamber.com

124 S. Main St. Suite 2 Maquoketa, IA 52060 - 563.652.4602 or 800.989.4602



**As an Investor, Enterprising Partner, or Business Partner
You are Supporting our Chamber's Mission and Efforts in the Community**

- Our efforts to foster a positive business environment for both new and existing businesses, along with our efforts in attracting new businesses
- Professional development opportunities for our local businesses leaders
- Our Chamber's development of regional partnerships to encourage economic development and collaboration
- Our efforts to advocate for businesses
- Our efforts to attract people to visit, live and work in our Maquoketa community
- Our organization and implementation of events such as Timber City Adventure Race, It's a Wonderful Life in Maquoketa, and Great Maquoketa Scavenger Race
- Our efforts to enhance the Holiday Season with decorating the community Christmas tree and hosting an annual visit from Santa
- Our Chamber's efforts to advocate for businesses at local, county and state levels

Yes - It Really Does Make a Difference!

When consumers know that a small business is a member of a Chamber of Commerce/Economic Development organization, the business enjoys:

- 49% increase in its consumer favorability rating
- 73% increase in consumer awareness
- 68% increase in its local reputation
- 80% increase in the likelihood that consumers will patronize the business in the future
- Two-thirds of consumers believe that local chamber/economic development member companies use good business practices, are reputable, care about their customers, and are involved in the community
- If a company shows that it is highly involved in its local chamber/economic development organization, consumers are 10% more likely to think that its products stack up better against its competition.

** These statistics come from The Schapiro Group, an Atlanta-based strategic consulting firm, who conducted a national survey in 2012 that indicated consumers are more likely to do business with a company if it's a member of their local chamber of commerce/economic development organization.



DON'T TAKE OUR WORD FOR IT - HERE'S WHAT OUR MEMBERS & LOCAL RESIDENTS ARE SAYING

"The Maquoketa Chamber efforts promote local businesses to residents and visitors, along with cross-marketing between businesses is greatly appreciated!"

-Curt Lichter
(Codfish Hollow Barnstormers,
Union-Hoermann Press)

"A great organization. Promotes new businesses as well as Maquoketa!"

-Ruth Petersen
(resident)

"The Chamber does so much for our community"

- Sandy Yoder
(resident)

"The information the Maquoketa Chamber has shared during 2020 and COVID has been extremely timely, comprehensive, and far superior to anything else that I'm receiving."

-Kevin Lynch
(Net-Smart Inc, Dubuque)

"The Maquoketa Area Chamber of Commerce does an amazing job! If you are a business owner that has not yet joined I encourage you to do so. The chamber's director, Wendy McCart, has revitalized the entire business community. She is always promoting Maquoketa and has successfully attracted many new businesses and residents to our community. Her enthusiasm and dedication to her job is simply unbelievable!"

-Sue Mayberry
(Farmers Creek/Macs Wine Cellar)

"We have a tremendous staff at our Chamber. A big tip of my fedora to Director Wendy and the behind the scenes, Cheryl Always open to suggestions and ideas."

-Tom Feller
(resident)

Support our ability to strengthen the economy

Investor

Annual Investment: \$1800.00

Your business benefits from a strong economy and the Investor Level was created to provide you a way to support Maquoketa's economic prosperity. In doing so, you'll receive some nice perks along the way.

EXCLUSIVE BENEFITS & SERVICES

MARKETING

- **NEW!** Company logo recognition at all live Chamber programs/events on retractable banner
- **NEW!** Company recognition at all virtual programs/events
- **NEW!** Company Logo on the home page of MaquoketaChamber.com
- **NEW!** Company Logo included on the banner in the monthly newsletter
- 3 months banner advertising on MaquoketaChamber.com



PLUS all the advantages of Enterprising and Business Partner Levels on the following pages



"The Maquoketa Area Chamber of Commerce is an incredible resource for businesses in the Maquoketa area. The staff is always very upbeat and quick to respond to questions and or to help facilitate meetings. Our office can always count on them to partner and collaborate on local initiatives to strengthen the community"

-Nic Hockenberry,
Executive Director
Jackson County Economic Alliance

ACCESS

- Complimentary conference room rentals at the Chamber of Commerce for up to 10 guests; four per year. Complimentary water & coffee. Reservation required.
- Two Season Tickets to Lunch & Learns, which include the New Teachers Luncheon, Holiday Affair and Legislative Update

INFLUENCE

- Table for eight at the Annual Maquoketa Area Chamber of Commerce Gala (This will be a virtual event due to COVID 19.)

Promote your business and the community

Enterprising Partner

Annual Investment:

- 1-10 Employees - \$750
- 11-20 Employees - \$900
- 21 or more Employees - \$1200

The Enterprising Partner tier is a smart decision for the business who is looking for more visibility than the average business. It's also an ideal investment for businesses with multiple locations or for the business owner that owns multiple businesses, as this tier provides two separate directory listings.



- All of the benefits included with the Business Partner Membership PLUS:
- An additional (Two Total) enhanced searchable listings in our online directory at MaquoketaChamber.com
 - **NEW!** Priority placement on business directory
- **NEW!** Company video on Maquoketa Area Chamber of Commerce YouTube Channel
- 30 Days banner advertising on MaquoketaChamber.com
- Complimentary conference room rentals at the Chamber of Commerce (seating for



"The relationships we've built by attending Chamber events and activities have been a huge part of the success of our business."

-Jeni Joos

Owner/Operator

WagMore Pet Salon, Boarding & Doggy Day Care Center

- Directory listing will include business events and job openings
- Enhanced Calendar of Events Listings on MaqEvetns.com
- 30 days banner advertising on MaquoketaChamber.com
- **NEW!** Complimentary conference room rentals at the Chamber of Commerce; includes complimentary water and coffee (for up to 10 guests, up to three per year, complimentary coffee & water. Reservation required).

PLUS all of the advantages of the Business Partner Membership on the following page

Develop your network and get connected

Business Partner

Annual Investment:
1-6 Employees - \$350
7-20 Employees - \$550
21+ Employees - \$750

MARKETING & VISIBILITY

Enhanced searchable listing in our online Member directory:

- Category listing with logo
- Listing on mobile website
- **NEW!** Unlimited searchable keywords
- **NEW!** Category listing will include description
- **NEW ENHANCED** business directory listing includes name, **logo**, **5 photos**, **video**, category, address, map, phone, email, website & social media links, and a **detailed, 1600 character description, job listings, & business events.**
- **New! Access to our online Member Information Center (MIC):**
 - Upload photos & video to your directory listing
 - Publish unlimited Job listings displayed on MaquoketaChamber.com
 - Publish business events on MaqEvents.com
 - Access to the MIC Chamber Social Media Page - connect with fellow Members
 - Access your account online
- **NEW! Complimentary online storefront on EasternIowa.ShopWhereILive.com**
- Complimentary listing and opportunity to advertise in Maquoketa Chamber's Community Guide & Membership Directory, distributed to new residents, local businesses, visitors, & visitor centers.
- Visibility/recognition on Chamber social media platforms
- Ribbon Cutting Services
- Publicity of Business After Hours & Open House Events

- Business referrals
- Display marketing materials in the Chamber Lobby
- Eligibility for advertising in Chamber publications
- Priority eligibility for sponsorship of Chamber events & Programs
 - Great Maquoketa Scavenger Race
 - Timber City Adventure Race
 - Annual Chamber Golf Outing
 - It's a Wonderful Life in Maquoketa
 - Chamber Luncheons
 - EasternIowa.ShopWhereILive.com
- Ability to post Hot Deals & Member 2 Member Discounts
- Ability to accept Chamber Bucks

NEW MEMBER BONUS

- Featured listing in Chamber Newsletter and all Digital and social media platforms
- New Member announcement in the Maquoketa Sentinel Press
- **New: Insert (8 1/2"x11") flier in the newsletter - 1 time**

INFLUENCE

- Advocacy for pro-business legislation at the local and state levels of government
- Opportunity to serve on Ambassador Committee, and eligible for Chamber Board consideration.

ACCESS & SERVICES

- Subscription to electronic newsletter
- Ability to accept Chamber Bucks
- Eligibility for leadership development programs
- Invitation and member pricing to signature events
- Invitation to networking events
- **NEW!** Complimentary conference room rental at the Chamber of Commerce; includes complimentary water and coffee. Seating for 10 guests. One complimentary rental per calendar year. (Reservation required).



CIVIC CLUBS

RELIGIOUS ORGANIZATIONS

NONPROFIT ORGANIZATIONS

Annual Investment: \$125

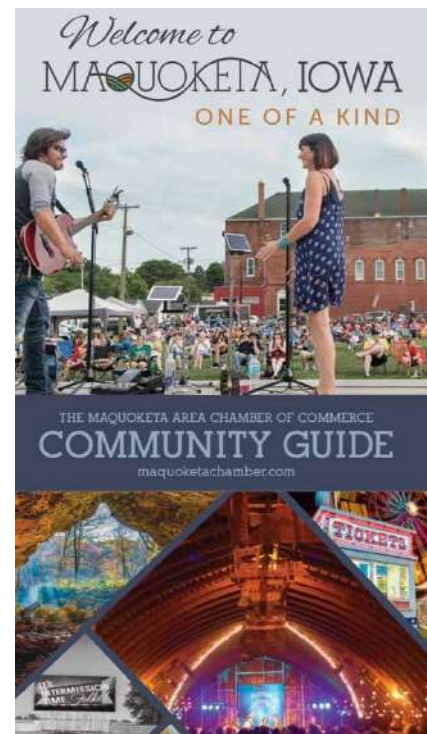
*HOME BASED BUSINESSES

*FOOD TRUCKS

Annual Investment: \$150

MARKETING & VISIBILITY

- Searchable listing in our online Member directory:
 - Map
 - Listing on mobile website
 - Category listing with logo
 - Directory listing includes email
 - 110 Character Description in directory listing
- Visibility/recognition on Chamber social media platforms
- Business referrals
- Display marketing materials in the Chamber Lobby
- Eligibility for advertising in Chamber publications
- Complimentary listing and opportunity to advertise in Maquoketa Chamber's Community Guide & Membership Directory. Copies are distributed to new residents, local businesses, visitors, and to visitor centers across the state
- **NEW!** Complimentary online storefront on EasternIowa.ShopWhereILive.com
- Eligibility for sponsorship of Chamber events
 - Great Maquoketa Scavenger Race
 - Timber City Adventure Race
 - Annual Chamber Golf Outing
 - It's a Wonderful Life in Maquoketa
 - Chamber Luncheons
 - EasternIowa.ShopWhereILive.com



- Ribbon Cutting Services
- Publicity of Business After Hours Events
- Publicity of Open House Events
- Subscription to electronic newsletter
- Ability to post Hot Deals & Member 2 Member Discounts
- List business events on MaqEvents.com
- Ability to accept Chamber Bucks

INFLUENCE

- Advocacy for pro-business legislation at the local and state levels of government

ACCESS & SERVICES

- Eligibility for leadership development programs
- Invitation and member pricing to signature events
- Invitation to networking events
- Rental of our Chamber Conference Room for \$25/Hour - by reservation only
- New Member Bonus:
 - Featured listing in Chamber Newsletter and all Digital and social media platforms
 - New Member announcement in the Maquoketa Sentinel Press

*Home based business - No storefront

*Food Truck - Seasonal Only

Friend*

Annual Investment:

1-2 Employees - \$265

3-5 Employees - \$325

6-10 Employees - \$425

*Extended only as a "grandfathered" option for 2021 for Members currently at this tier, and with an account in good standing with our Chamber

- Basic online business directory listing on MaquoketaChamber.com - includes name, category, address, phone, website and email links
- **NEW!** Complimentary online storefront on EasternIowa.ShopWhereILive.com
- Ability to accept Chamber Bucks
- Business referrals
- Business events listed on MaqEvents.com
- Complimentary listing and opportunity to advertise in Maquoketa Chamber's Community Guide
- Display marketing materials in the Chamber Lobby
- Eligibility for sponsorship of Chamber Events
- Subscription to electronic newsletter
- Advocacy for pro-business legislation at the local and state levels of government
- Eligibility for leadership development programs
- Invitation and member pricing to professional development events
- Invitation and member pricing to signature events
- Invitation to member exclusive networking events
- Chamber conference room rental available for \$25/hour, by reservation only
- Eligibility for Ambassador Committee

Associate

Annual Investment: \$75

Individual membership investment designed for retirees, individual employees of Member companies who would like additional marketing opportunities, and community members who wish to help support our Chamber's efforts in the community.

- Basic online business directory listing on MaquoketaChamber.com - includes name, category, address, phone, and email (only if affiliated with member business)
- Eligibility for advertising in Chamber publications (under Member company)
- Display marketing materials in the Chamber Lobby (under Member company)
- Eligibility for sponsorship of Chamber Events
- Subscription to electronic newsletter
- Advocacy for pro-business legislation at the local and state levels of government
- Eligibility for leadership development programs
- Invitation and member pricing to professional development events
- Invitation and member pricing to signature events
- Invitation to member exclusive networking events