



DIRECT BENEFITS OF CHAMBER MEMBERSHIP

Membership = Positive Impact to A Business

According to a commissioned study by the American Chamber of Commerce Executives (ACCE), the real value of chamber membership to businesses as it applies to what customers perceive about that business includes:

- If you are perceived as highly involved through participation on committees, sponsorship, board service, etc., 12% are more likely to think your products/services stack up better against your competition.*
- These perceptions are based on the inference that businesses, which are highly visible and active in their local Chamber, are more trustworthy, more involved in the community, care about customers, are successful, and are community leaders.*

Development/Public Policy

- **Representation in city government** - City council members attend chamber board meetings regularly to report on city council meetings and future agenda items. There is the opportunity for collaborative discussion and input on business issues.
- **Legislative action** on key business issues.
- **Access to key contacts** to assist with business needs.
- **Advocate** Chamber policies on community issues.

Community

- **Community involvement** - Business plays an enormous role in the area's economy. Membership ensures economic vitality and relevance.
- **Leadership San Mateo / Foster City / Burlingame / Hillsborough** to identify and train future community leaders.
- **Ongoing promotions to use local vendors and services** and to promote more local business to business commerce.
- **Annual Meeting** to recognize Chamber Partnerships and the contributions made by businesses in the community.
- Participation in **scholarships** for local students.
- Volunteer opportunities at **Burlingame On the Avenue**. Interact with the community at Burlingame's best-loved event.

Business Opportunities/Education/Assistance

- **Membership Check-Up** with the Chamber's leadership team (by appointment only).
- **Membership orientation** (by appointment only).
- **Referral Service** to our members and local community.
- **Rosters by category** for target marketing.
- Free **Business Consulting** – SCORE (Service Corps. Of Retired Executives) or with Chamber CEO (by appointment only).
- Periodic **Educational Seminars** such as Lunch & Learn.
- **Certificates of Origin** - Sub-secretary program for freight forwarding businesses.

Visibility – Exposure and Marketing Opportunities

- Market your business through our **bi-weekly emails and monthly newsletters**. Members receive two complimentary email campaigns to entire membership and hundreds of other contacts. Additional email campaigns are \$50 each.
- Membership includes **one free booth space annually at the Burlingame Fresh Markets**.
- **Event sponsorship** is available and can be customized to suit any business need. Events include the Annual Meeting in January, Burlingame On the Avenue festival in August, and weekly Fresh Markets on Sunday and Thursday (seasonal).
- Member events/activities may be promoted through Chamber **social media networks**.
- www.burlingamechamber.org - All members of the Chamber are listed in the **Membership Directory**, a dynamic SEO-enabled feature on the Chamber website. Listings can be enhanced with logo, photos and videos.
- **Advertise** to the business community through the online member-to-member deals.
- **Mailing labels/Member roster**: Send a message to fellow Chamber members. These names and addresses are available to members upon request, and labels may be obtained for a nominal fee.
- **Grand Opening/Ribbon Cuttings** for new businesses and milestone anniversaries.
- **Member Information/Brochures** may be displayed at the Burlingame Chamber of Commerce office. Additional optional display and promotional opportunities available.

Networking Opportunities

- **"Networking@Night"** events for face-to-face networking, socializing, recognition, and refreshments.
- **Burlingame Business** and **News & Networking** digital newsletters: Members receive monthly emails (*News & Networking*) that include business information, upcoming special events and activities, new business/resident lists, advertising opportunities, calendar of events and city updates. A comprehensive newsletter (*Burlingame Business*) publishes quarterly and emailed to members. Additionally, other e-blasts are sent as needed as **Burlingame Buzz**.
- Become a **Chamber Ambassador** and "meet and greet" at the Chamber functions.
- **Member businesses are referred** by Chamber board members, staff, referrals groups and other Chamber members.
- **Collaboration** for businesses occurs frequently as new members connect with current members.

Resource Information Center

- **Online Business Resources** including Demographics, Business Startup & Relocation, City Government and Legislative Updates; Online Business Directory and e-Newsletters.

Buying Power

- **Membership in the Chamber does have its privileges.** Take advantage of the many discounts and special offers available to you, as a Chamber member.
- Membership dues investments are 95% **tax deductible** as a business expense.

When the public knows a business is active in their local Chamber, that business enjoys:

- ***44% increase in its favorable rating***
- ***51% increase in consumer awareness***
- ***57% increase in its local reputation***
- ***63% increase in its ability to attract future business***

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