

Benefits, Opportunities and Value of Membership in the Daly City Colma Chamber of Commerce

Core Value of DCC Chamber: Connect, Trust, Unity, Education, – People do business with people they know and trust. The Chamber's strength with providing connection, value, and trust helps keep your doors open and keeping the registers ringing.

ROI and VOI: The Chamber is today's best opportunity to grow your client base, get leads, get cutting edge ideas and marketing using today's digital opportunities. We know doing business with yesterday's approach won't get the same results today.

1. **Use strategic communications** to deliver value, it's important to spend your marketing dollars wisely and with thought. The chamber has developed avenues to Tell your Story, the essence of your business, with effective cost.
2. **COVID-19 plus the REVENUE PINCH** and Economic Slowdown has curtailed primary sources of income. Income diversity is important. We have strategic partnerships set up with ideas to help you discuss how to diversify and create growth opportunities. We are getting the word out on grants, loans, and strategies to assist you in doing more with less all without losing your voice and strategic community leadership.
3. **Networking:** On Zoom and in Person Events, it's well known that networking is a great way to raise the profile of your business and capture new contacts, leads and customers over time. By developing a strong network and building enduring, mutually beneficial relationships you're enabling your business to stand out from the crowd. People have mutual trust and rely on what other people do.
4. **Connection with Public and Elected Officials:** We are working behind the scenes to promote businesses to build a better business climate and connect businesses to individuals and the community.
5. **Research:** Access expert information, advice, resources ranging from Grants to Technology to Education We offer free professional advisory service, made up of handpicked experts who can advise businesses on a range of issues from legal to accountancy to HR, giving you peace of mind that the help you need is just at the end of the phone line.
6. **Marketing:** We offer a range of promotional opportunities for our members, helping them to raise your profile, target new prospects or markets, and capture leads. Reaching the key decision makers of a company is vital to all businesses, with the goal of assisting with maximizing the potential of your market budget by providing low-cost advertising.
7. **Embrace the Digital Age:** Surveys consistently show that 70% of those businesses with an online presence expect their revenues to grow significantly in the next three to five years. Businesses see the benefit of social media to engage with existing and potential customers, building a community around the business, while gaining insight into other products or services their following has an interest in.
8. Our primary goal is to assist businesses not only to grow their client base but to implement plans and strategies that help them grow consistently for years to come.

The Opportunities and Benefits of Membership

Opportunity	Benefit
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Chamber trust and credibility	<i>“Membership Means Business”</i> according to a survey taken by the American Chamber of Commerce Executives and detailed in the Shapiro Group Report. ¹
Networking, On-Line and Person-to-Person events	<p>Chamber participation provides your business with <i>100 Opportunities to Meet your Next Qualified Prospect</i></p> <p><i>Person to Person</i> at Chamber events - after-hour networking, Chamber events with guest speakers, Red Ribbon Cuttings, moderated election debates, and “Meet your local government representatives” events.</p> <p><i>On-Line Networking</i> using Social Media, Webinars, In Person interviews, Focused seminars, the World Wide Web and E-mail.</p> <p>All Chamber events are personal and brandable communication opportunities. Chamber events provide you with the benefit of connecting with others, both in-person and on-line with e-events as people buy from people they know and trust.</p>
Local Advocacy And Valued Business Resource	<p>The Chamber is your dedicated business advocacy group and a valuable business resource. Knowledge is power, and the ability to have your voice heard within government circles is important.</p> <p><i>Business leaders</i> speak at the Chamber seminars, trainings and virtual events.</p> <p><i>You Need to know</i> what is happening, who is doing it and what it means to your business – Sign up for Chamber eNews; Ask the Chamber, that’s why we’re here.</p> <p><i>Read the eNews</i>, the weekly Chamber newspaper, for financial articles, business tips, members spotlights plus business and community news.</p> <p><i>Virtual events, webinars, and interviews</i> gain insights and ideas on business practices, learn from experts and get new ideas.</p>
Public policy positions affect local business	Helping to ensure that all businesses have the opportunity to operate their organizations without burdensome regulations and legal hurdles. Chambers of Commerce are the “voice of the business community”.
Representation in Local, County, State and Washington D.C.	<p>The Daly City Colma Chamber of Commerce is <i>your advocate</i> for you, your business, and the community we serve. We provide input to government officials in Daly City and Colma, San Mateo County, the State of California and Washington D.C.</p> <p><i>Staying connected</i>, knowing what goes on, representing you on City and County committees.</p> <p><i>Member</i> of the San Mateo County Chamber Alliance and the California Chamber of Commerce.</p>

¹ The Shapiro Group Report can be read in full on the Daly City Colma Chamber web site www.dccchamber.org

Workforce & Employee Development	<p><i>An educated workforce is the key to success.</i></p> <p><i>The Chamber</i> connects with the education community and encourages access to Higher Education Scholarship Recognition awards program. We work with elected leaders, school administrators and teachers from elementary schools through college to assist with ensuring that the needs of the business community are addressed. As we all know, an educated workforce is a better tomorrow.</p>
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The Daly City Colma Chamber of Commerce is invaluable to your business and the Community. We are an involved, dynamic advocate for businesses and the community-at-large. You can help us make a difference and support the Daly City and Colma and the local business community simply by becoming a dues paying member! The Chamber is your Partner and your Advocate. The Daly City Colma Chamber of Commerce is committed to assisting you and your business to grow and succeed.

The Value and Benefits of Membership

Value	Benefit	Method of Calculation
\$350	Visibility	<p><u>6,000 referrals (minimum)</u> annually equals an average of 15 referrals – potential customers, prospects, clients who see your brand daily on the world wide web dccchamber.org, the on-directory, social media and weekly on the DCCChamber 2.0 eNews.</p> <p>15 referrals x 50% closing = 7 sales 7 sales x average sale of \$50 = \$350</p>
\$900	Networking	<p><u>12 events per year attended x 6 contacts per event = 72 contacts per year.</u></p> <p>72 contacts x 25% closing = 18 sales 18 new customers x \$50 average sale = \$900</p>
\$216	On-line directory	<p><u>Minimum of \$100 advertising for FREE each year.</u> 6 mentions of name/business per year resulting in:</p> <p>3 lines of copy each = 18 lines of copy 18 lines x \$12 per line (classified ad rate) = \$216</p>
\$360	eNews, DCCChamber 2.0	<p><u>6 exposures per month [member website; plus web based city directory, map, and Chamber newspaper] x 12 months = 72 exposures per year</u></p> <p>72 exposure per year x 10% conversion rate = 7.2 sales per year 7.2 sales x \$50 average sale = \$360</p>
\$150	Chamber display, Social Media shoutouts	<p><u>10,000 potential clients (minimum)</u> per year x 1% who see your brand, your materials, your marketing material, your logo, your website = 100 exposures</p> <p>100 exposures x 2% closing = 2 sales 2 sales x average sale of \$75 = \$150</p>

Advertising and sponsorship R.O.I.

Savings Value	Benefit	Method of Calculation
\$ 80	eNews Advertising opportunities	<u>1 small ads per year purchased through Your Chamber</u> \$55 per advertisement, five line average is \$95 – savings to you \$80 each ad
\$ 80	Web Advertising opportunities	<u>1 small ad every other year purchased through Your Chamber</u> \$55 per advertisement, five line average is \$95 – savings to you \$80 each ad
\$1000	Sponsorship opportunities Your Savings on Just One Event!	<u>On average –</u> Chamber/Executive breakfast @\$1,250, cost to market to 80 attendees only \$8 each – average cost each to cold call or mail market \$24 Video Conference or Business to Business After-hours, cost food and space average \$600, cost to market to 60 attendees = cost to market to 80 attendees only \$8 each – average cost each to cold call or mail market \$24

Advertising Rate Sheet:

- Advertise on eNews or Web \$55/monthly \$225/quarterly \$650/annual
- Advertise on eNews and Web \$100/monthly \$400/quarterly \$1100/annual
- Articles placed on Social Media / Web \$100 per 200 words
- Business Listing on Directory First listing free, \$100 each additional listing
\$250.00 includes article about business
\$100.00 include hours/3 photos
- Focused on the Know alert \$150 each
- Video Interview with CEO \$300/each
- Virtual Event Sponsor email Felicia Leong, CEO
felicia@dccchamber.org for pricing