



New Glarus Chamber of Commerce Member Benefits

"The New Glarus Chamber of Commerce is a membership organization that exists to support the economic welfare of our local business community, promote our area as a tourist destination and to foster community pride and recognition."

Being a member of the New Glarus Chamber of Commerce helps us promote New Glarus – bringing people to the area to enjoy our restaurants, shop our stores, stay in our hotels, and have fun at our festivals. **Even if your business does not directly sell to visitors**, by promoting the area and bringing outside spending to the area, you're helping ensure that residents here have higher incomes and a better quality of life. Thank you!

Member Benefits

- **Free Website Listing:** Your business will receive a listing in our business directory, with a direct web link to your site. Swisstown.com is the first stop for visitors considering coming to New Glarus, or who are looking for specific types of businesses in our area. Being listed on our website can help improve your SEO and help connect your customers to you! Over the last year, we had 119,000 unique visitors to the website, with 275,000 page views.
- **Digital Media: Free Sale & Event Promotion** – Chamber members receive free digital media promotion of their sales and events throughout the year. Community focused events will be shared on our community calendar, and events that draw tourists will be on the Swisstown event page. High drawing events may be featured on the Chamber's Facebook pages, which have an unpaid reach of over 475,000 people. Contact us at info@swisstown.com to have your event or sale promoted.
- **Members Only Forum** – Members are welcome to join the Chamber Members-Only Facebook page, a place where information and offers of especial of interest to members are posted. This is also a resource for members to easily interact with each other, learn about grants or other funding options, discuss challenges, and plan for the future.
- **Chamber News** – Receive regular newsletters from the Chamber about what's happening in the community, what's coming up, and advertising or educational opportunities. Have an event, milestone, or exciting news? Send your press release or information to info@swisstown.com.
- **B2B Contact Info** – Members can request the free full contact list of Chamber members, to use for business-to-business opportunities and networking. Members may request to be removed from this public list by contacting info@swisstown.com.

- **Co-op Advertising Opportunities** – The Chamber will occasionally purchase blocks of advertising space in magazines, travel guides, or television. Chamber members will have the opportunity to purchase a portion of this advertising space at a reduced rate.
- **Sponsorship Opportunities** – The Chamber runs four major festivals every year, and local sponsorship is critical to help make it happen! Chamber members have the chance to sponsor local festivals in return for publicity and festival swag.
- **Continuing Education** – Gain free or low-cost access to Chamber sponsored educational events, such as social media training, finding your customer's demographic, customer service best practices, business photography, etc.
- **Relocation/Resident Guide** – The Chamber produces an annual guide for residents and people considering relocation to the area. This sheet calls out our member businesses who offer valuable services but are not visitor focused, like banks, realtors, car repair, electricians, insurance, etc.
- **Chamber Bucks Gift Certificates** - We encourage residents and visitors to shop locally. Chamber Bucks may be purchased online, over the phone, or at the Chamber office and can be easily redeemed at member businesses.
- **Garlands & Downtown Flower Pots** – The Chamber pays for the flowers and pots that are distributed throughout the downtown area. These pots are freshened regularly May through November, and bring extra curb appeal to the village. During the winter months, the Chamber offers for free or low-cost balsam garlands for any Chamber member with a storefront, in an effort to help make our village festive.
- **Ribbon Cuttings** – Let us know if you're having a grand opening or anniversary celebration, and we can not only perform a free ribbon cutting for you, but help publicize the event and the business.
- **Brochure Rack** - Free space to display your business brochure, flyer or business card at the chamber visitor center. Contact us at info@swisstown.com for more information.
- **Board of Directors** – our Chamber Board of Directors provides oversight and direction for the organization. Contact us if you or your employees are interested in serving.
- **Referrals** - We regularly receive phone calls, emails, and in-person visitors each week requesting information about our community. Many of these contacts result in referring our member businesses.
- **Credibility** - A nationwide study by the Shapiro Group found that when consumers know a business is a member of their chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from it.

Questions? Contact us at info@swisstown.com!