

An Invitation to Join

*The Greater Lake Placid
Chamber of Commerce*



**18 North Oak Avenue
Lake Placid, Florida 33852
Phone (863) 465-4331
Fax (863) 465-2588
E-Mail: chamber@lpfla.com
Web Site: <http://www.visitlakeplacidflorida.com>**

Lake Placid..... Enjoy the Experience!

Our Mission Statement:

The Greater Lake Placid Chamber of Commerce is organized as a voluntary partnership of agri-business, business, professional people and area residents working together to provide community awareness, build a healthy economy and to sustain the quality of life in the greater Lake Placid area.

What is YOUR Chamber of Commerce?

- I.# We are a not-for-profit corporation.
- II.# We are a 501(c)(6) business association.
- III.# We are defined by people's perceptions of our past successes, our current programs and our ability to prepare for the future.
- IV.# We are an association of and for businesses, professionals, organizations and individuals.
- V.# We are supported by member-investors.
- VI.# We encourage a cooperative effort of all members, working together for the common benefit of our community
- VII.# We provide a forum for legislative issues and government concerns.
- VIII.# We provide opportunities for members to share, plan, and work with other business leaders and individuals to achieve success.
- IX.# We assist in coordinating the efforts of all our members and their investment of time, skills and financial support.

Why should YOU belong to your Chamber of Commerce?

This is a difficult question to answer directly as there are many intangibles involved; however, by becoming a member you are displaying your belief in our community and making a commitment to promote such activities as:

I.# **Referrals:** We assist and provide vacationers, visitors and newcomers with information about our area. On a daily basis, the Chamber receives requests for information on a myriad of services, products, and activities. In response, the Chamber only refers people and businesses to Chamber members.

I.# **Publicity & Exposure:** The Chamber provides opportunities for publicity and exposure in many ways. There is no charge for placing your business cards and brochures in our racks. There is no charge for being listed in the business directory on our Web-site—a site which is visited over 16,000 times each month—and which provides a free link to your own Web-site and/or E-mail address. There is no charge for being listed in our Chamber Directory (which is carried away by nearly every visitor to the Chamber). There are opportunities for visibility in our monthly newsletter, which included a “Member to Member” discount program and “spot light” articles...again, at no cost to you.

I.# **Low-cost Promotional & Advertising Opportunities:** Any member may hold a mixer to promote their business and network with other Chamber members. Every year, there are sponsorship opportunities available to members; sponsors receive recognition for these events in all Chamber advertising and promotional activities as well as at the sponsored event. These well attended events that may be sponsored include our Membership Luncheons, our Annual Banquet, our Bass Tournament, our Golf Tournament, our annual Car Show, and several other events throughout the year.

Newsletter advertising is available in the form of various size ads in the newsletter itself, or as an insert...and this reaches over 500 members every month! Promote the opening, expansion, or relocation of your business with an official Chamber sponsored ribbon cutting or ground breaking ceremony.

I.# **Networking Opportunities:** Members are invited to all Lake Placid and Tri-County Mixers. There is a monthly membership luncheon. Participation on committees and project teams provides great opportunity to work with others in small groups and to have impact on events and projects *in* your community. In conjunction with the Lake Placid Merchant's Association, the Chamber provides opportunities to share business concerns and promotional activities with others in the area.

I.# **New Business Contacts:** The Chamber serves as an up-to-date information center for new business development and issues.

I.# **Business & Community Updates:** The Chamber serves as a resource center for up-to-date information for new business development and issues. In concert with Keep Lake Placid Beautiful, information is available about the ongoing upgrading and beautification of our town.

I.# **Educational Opportunity & Professional Development:** On-going programs cover major business interests, and provide excellent sources for staying current on business issues.

I.# **Leadership Development:** Chamber committees and project teams provide business leaders an opportunity to develop their leadership skills as well as learn from other experienced leaders. We are continually improving and expanding our programs and resources

WORKING TOGETHER HELPS THE COMMUNITY TO WORK BETTER!

Here is the bottom line...an investor in the Greater Lake Placid Chamber of Commerce supports the activities of the Chamber which, in turn, supports our community. Our members can sense both a feeling of accomplishment and an inner satisfaction from knowing you are sharing in the responsibility to make these services available. You are working on the team to keep Lake Placid the best place to live, work and play!

Greater Lake Placid Chamber of Commerce

Membership Investment

Your Membership year begins the month after you submit your application. Membership for the month in which you join the Chamber is provided with our complements.

Membership is specified for one location only. Each additional location requires membership at “Associate” level.

Membership is specified for one business entity only. Separate business entities require separate memberships.

GENERAL BUSINESS, RETAIL, MANUFACTURING CATEGORY:

Retail and service establishments, restaurants, food service businesses, manufacturer’s representatives, pet sitters, auto rental, citrus, ranching, nurseries.

0-2 employees, including working owners	\$125
3-9 employees, including working owner	\$155
10-15 employees, including working owners	\$200
16-25 employees, including working owners	\$250
26-50 employees, including working owners	\$325
51-100 employees, including working owners	\$525

PROFESSIONAL AND PROFESSIONAL BUSINESS CATEGORY:

Any professional business or service that is governed, licensed, or regulated by any Federal or State regulatory agency. This includes physicians and surgeons, dentists, therapy and medical centers, hospitals, nursing facilities, attorneys, accountants, CPAs, insurance agencies and engineers. Base rates are as follows:

0-3 employees, including working owners	\$150
4-9 employees, including working owners	\$175
10-15 employees, including working owners	\$225
16-25 employees, including working owners	\$275
26 employees, including working owners	\$350

*Each additional professional listing is made at “Associate” membership level.

LODGING ACCOMMODATIONS CATEGORY (based on the number of units):

Hotels, motels, bed and breakfasts, apartments, condominiums, houses, mobile home parks, campgrounds, resorts, subdivisions.

1-5 units	\$125
6-10 units	\$155

11-20 units	\$165
21-50 units	\$225
51 units and above	\$250

CONSTRUCTION TRADES CATEGORY: \$110

Residential or commercial contractors, electrical, plumbing, air conditioning, heating, masonry, plastering, painting, etc., and handymen.

GOLF AND COUNTRY CLUBS \$165

REAL ESTATE OFFICES - Base Rate	\$200
Each additional broker or associate	\$ 65
Realtor whose parent company is not a member	\$125

DEVELOPERS \$300

FINANCIAL INSTITUTIONS (savings & loans/Credit Unions)	\$400
Each additional branch	\$65

MORTGAGE AND LENDING INSTITUTIONS \$150

UTILITIES \$350

**CIVIC, FRATERNAL, RELIGIOUS, NOT-FOR-PROFIT ORGANIZATIONS,
EDUCATIONAL FACILITIES, HOME OWNERS ASSOCIATIONS \$50**

ASSOCIATE MEMBER, INDIVIDUAL MEMBER \$65

Available to partners, employees, agents, associates, etc. of a member organization. Also available to retired citizens, spouses of Chamber members not in business, elected officials, and public employees who do not have their own business.

Greater Lake Placid Chamber of Commerce Promotional Opportunities

*The paid promotional year begins the month following the start of your membership.
The month in which you sign up for the promotional activity is provided with our compliments.*

The following promotional opportunities are available to Chamber members only:

OFFICE DISPLAYS:

Literature racks (4" max width—single card or folded preferred)	No charge
Business card racks	No charge
Display of poster for special events on our bulletin board	No charge
Our Medallion Members Business Card caddy at premium location	\$24 per year

INTERNET AND E-MAIL:

Listing in the Business Directory of the Chamber Web-site	No charge
Link to your Web-site in our Business Directory	No charge
Web-site ad (logo artwork to be submitted to Chamber via e-mail)	\$125 per year
Setup fee (one time only)	\$25
Link to existing Web-site	No charge
First four changes per year	\$25
Additional changes (after first four)	\$50
Inquiry List	\$150 per year

(all office, mail, Internet inquiries relative to relocation, accommodations, vacations, recreation, entertainment, events, etc. are forwarded to you via e-mail)

MEMBERSHIP LIST MAILING LABELS (avail to members only): No charge

NEWSLETTER ADVERTISING:

Size A Inside pages (2½"x1")	\$125 per year
Size A Back page - black/one color (2½"x1")	\$175 per year
Size B Inside pages (2½"x3¾")	\$300 per year
Size C Inside pages (1"x5")	\$250 per year
Size D Inside pages (5"x 2½")	\$325 per year
Size E Inside pages (5"x1")	\$250 per year
Size F Inside pages (7½"x2½")	\$450 per year
Size G Inside pages (7½"x4¼")	\$550 per year

NEWSLETTER INSERTS: Information should be submitted in a "pdf" format by e-mail to chamber@lpfla.com no later than the 15th of the month preceding the month you desire the ad to be published \$50 per insert.

SPONSORSHIPS:

Membership Luncheon \$250 per luncheon
(Lunch for two at no additional cost)

Lake Placid Mixer (Chamber will promote in Newsletter) No sponsorship charge
Tri-Chamber Mixer (must be a member of all three chambers) No sponsorship charge
Keep Lake Placid Beautiful Island (depending on location) \$300-\$1000 per year
Event Sponsorship (contact Chamber for available events and dates)

ADVERTISING OPPORTUNITIES: As available in Lake Placid Map, Chamber Directory, and other publications

DIRECTORY LISTING No charge

THE GREATER LAKE PLACID CHAMBER OF COMMERCE

18 N. Oak Ave.

Lake Placid, FL 33852

863-465-4331

Fax: 863-465-2588

www.visitlakeplacidflorida.com

Membership Application

Business Name _____
Phone# _____
Business Address _____
Fax # _____
Street _____
Email _____
City/State _____ Zip Code (+4 digits) _____
Mailing Address _____
Web _____
Street/Post Office Box _____
Cell# _____
City/State _____ Zip Code (+4 digits) _____
Applicant Name _____
Title _____

Designated Voting Member _____
Additional Phone# _____

Other representatives that may participate in Chamber activities:

Information about your business/organization that may be publicized:

Number (as applicable) of: ___ Employees ___ Rooms ___ Seating ___ Units

Annual Membership: \$ _____

Method of Payment _____ Cash # _____ Check _____ Visa/MC
Card# _____ Exp _____ 3 digit code _____

By my signature below, I affirm that:

- # The information provided herein is true and correct as of the date of this application
- # The applicant subscribes to the objectives, purposes and programs of the Greater Lake Placid Chamber of Commerce
- # Dues are refundable ONLY if the applicant is denied membership
- # Once approved, the designated voting member may be changed only by the Owner or Chief Executive Officer of the business/organization by written notice

- # A member may resign membership on written notice only, and shall be removed from membership if annual dues are over 90 days in arrears

(Applicant's Signature)

(Chamber Representative)

Date _____

MEMBERSHIP IS CONTINUOUS UNLESS CANCELLED IN WRITING.
MEMBERSHIP DUES ARE NOT TAX DEDUCTIBLE AS A CHARITABLE
CONTRIBUTION. HOWEVER, THEY ARE DEDUCTIBLE FOR MOST MEMBERS
AS AN ORDINARY AND NECESSARY BUSINESS EXPENSE.

For Office Use Only: _____ FMP _____ HTN _____ Web _____ QB

_____ Letter _____ Newsletter _____ Luncheon

_____ Directory Update _____ Emissary _____ Lunch Call

Business Category(s) _____