



CRYSTAL LAKE

Chamber of Commerce

MEMBERSHIP
INVESTMENT
GUIDE



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BEING A CRYSTAL LAKE CHAMBER OF COMMERCE MEMBER MEANS BELONGING TO SOMETHING GREATER

The Crystal Lake Chamber of Commerce and our local community work as a team toward collective success and economic growth, finding new ways to build better businesses and professional lives.

The Chamber has served as the “Voice of Business” in the Crystal Lake community since its inception in 1940 and we are the community’s advocate for a prosperous economy and outstanding quality of life.

Our Chamber serves hundreds of member businesses and organizations, ranging from multi-national corporations with corporate offices in Crystal Lake to locally-owned small businesses and most everything in between.

The Crystal Lake Chamber of Commerce is committed to helping members grow their business by taking the lead in programs and efforts that promote a strong local economy and make our community a great place to do business.

We are an active Chamber, offering a variety of benefits and opportunities for “building your business.” Monthly business and social networking events, professional development opportunities, special community events during the year, and opportunities to market your business, are just a few of the benefits available to Chamber members.

Within this Membership Investment Guide you will find numerous ways a Chamber membership can make a difference for both your business and professional development. Should you have any questions, would like more information on membership or need any personal assistance, please email our Director of Membership Development, Lisa McLaughlin at lmclaughlin@clchamber.com or call 815-459-1300, ext. 12.

Bill Eich
President/CEO, Crystal Lake Chamber of Commerce
beich@clchamber.com



WHY SHOULD YOU JOIN THE CRYSTAL LAKE CHAMBER OF COMMERCE?

Our focus is to provide meaningful value to our Chamber Memberships. You will find many reasons membership in the Crystal Lake Chamber of Commerce can make a tangible and positive difference in your business' sustainability and growth.



TO CONNECT WITH OTHER BUSINESSES

From day one you have the opportunity to meet with other members. Join one of our Chamber Networking Groups and start to form connections and relationships that will help build your business. Our Chamber also regularly offers business mixers and other networking opportunities.



TO DEVELOP YOURSELF PROFESSIONALLY

You can attend our Educational Series which provides business education, skill-building, and fresh ideas to common business issues. Our Business Builder Meetings provide a forum for various business topics throughout the year.



TO GET YOUR BUSINESS NOTICED

Your business is automatically added to our Business Directory, highlighted on the homepage of our website as a new member, and posted on our social media. You can also schedule a ribbon cutting ceremony or host a mixer to showcase your business.



TO INCREASE YOUR CREDIBILITY

You can raise your business' reputation through a membership in the Chamber. Consumers frequently choose Chamber businesses over Non-Chamber ones when given a choice. Proudly display the Chamber's window decal for clients and shoppers to see.



TO GAIN AN ADVOCATE FOR YOUR BUSINESS

Chamber leadership works to inform, educate, and advocate on behalf of your business with local, county, state and federal leaders to ensure a pro-business environment that allows area businesses to flourish. The Crystal Lake Chamber is also part of U.S. and Illinois Chamber of Commerce Organizations which advocate for pro-business laws and policies.



TO GET ACTIVE IN THE COMMUNITY

Your business is automatically and immediately a part of the Crystal Lake Community through your membership in our Chamber. Our Chamber is part of the fabric of Crystal Lake, providing community events like the Annual Independence Day Parade and Community Clean-Up.



TO ADVERTISE IN CHAMBER MEDIA OFFERINGS AT DISCOUNTED RATES

Our Chamber offers many ways that you can promote your business through advertising and sponsorships that reach both our business community and consumers alike. You can also offer your own Member to Member Discounts to drive business to your company.



TO GAIN ACCESS TO BUSINESS DISCOUNTS

Increase your purchasing power through exclusive savings from our Member Advantage Program including Office Depot and Constant Contact Email Marketing.

THE REAL VALUE OF JOINING A CHAMBER

A study, commissioned by the American Chamber of Commerce Executives with support from Small Business Network, Inc., was designed to determine the real value to companies in terms of consumer outcomes of joining and being active in their local chamber of commerce.

Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall.

When consumers know that a small business is a member of the chamber, they are 63% more likely to purchase goods or services from the company in the future.

When consumers know that a small business is a member of the chamber, they are 44% more likely to think favorably of it.

Member Benefits Guide

Whether you're running a small business or large corporation, you watch every penny you spend. The Chamber brings you valuable member benefits that make the most of your marketing dollar and provide measurable return.

An investment at the Connect Level is designed for the small business to enhance visibility and grow business contacts at networking programs and events.

CONNECT LEVEL MEMBERSHIP

NON-PROFIT 501(C3)	\$13/mo or \$150/year
SMALL BUSINESS (1-5 EMPLOYEES)	\$25/mo or \$300/year
MEDIUM BUSINESS (6-16 EMPLOYEES)	\$36/mo or \$425/year
LARGE BUSINESS (16-100)	\$53/mo or \$625/year

These Benefits are available to all Chamber Members

<p>UPDATED</p> <p>Business Listing in Chamber Online Directory (incl. Basic Contact Information, Logo, Social Media Links, Business Description, and Business Listed in 5 Different Business Categories) ✓</p> <p>2'x4' Banner from FastSigns (Complimentary for New Members) ✓</p> <p>Maximize Your Membership Programs (overview of all benefits & opportunities) ✓</p> <p>Ribbon Cutting / Grand Opening Event (Publicized in Northwest Herald newspaper & on social media) ✓</p> <p>Opportunity to Display your Business Cards & Brochures in Chamber Office Lobby and offered to the public ✓</p> <p>Receive weekly 'What You Need to Know' E-Newsletter ✓</p> <p>Free Notary Public Services for Chamber Members ✓</p> <p>Free Certificates of Origin Services for International Trade Requirements ✓</p> <p>Ability to post business coupons to Chamber Website ✓</p> <p>Press Releases (Posted to website & Chamber social media) ✓</p> <p>Business Listed in the Annual Community Guide ✓</p> <p>Post Events to Community Calendar ✓</p> <p>Member Pricing to "Leaders in Action" Education Series (add'l. fee) Taught by Local Business & Industry Leaders ✓</p> <p>Business Builders Luncheons (Various Topics Led by Local Business Leaders; 6x/yr.) ✓</p> <p>UPDATED</p> <p>Member-Only Sponsorships/Advertising Opportunities ✓</p> <p>NEW</p> <p>Digital Chamber Logo for Member use on Website/Social Media ✓</p>	<p>Free Use of Chamber Boardroom & Conference Room 24/7 (WiFi included) ✓</p> <p>NEW</p> <p>Boardroom Features Video Conferencing & Seating for up to 20 ✓</p> <p>Access to Member-Only Discount Programs including: (Office Depot, Constant Contact, Chamber Member to Member Discounts) ✓</p> <p>SenText (Text notifications for Chamber events) ✓</p> <p>NEW</p> <p>SCORE (Service Corp of Retired Executives) Free Business Counseling in any Field ✓</p> <p>UPDATED</p> <p>List of Chamber Members Provided in Excel format (Free at Sign-Up & Renewal dates) ✓</p> <p>NEW</p> <p>Opportunity to Post on the Chamber Job Board ✓</p> <p>UPDATED</p> <p>Our Chamber is a School District 155 Career Internship Program Partner ✓</p> <p>UPDATED</p> <p>Our Chamber is a McHenry County College Career Internship & Apprenticeship Program Partner ✓</p> <p>UPDATED</p> <p>Networking Opportunities Offered in-person & via Zoom (6 strong-contact & 2 casual-contact) ✓</p> <p>Members in Motion (Networking Scramble Event) ✓</p> <p>Multi-Chamber & Business Mixers ✓</p> <p>Members are Part of Larger State & Nationwide Business Advocacy Efforts (Includes Town Halls w/ Elected Officials) ✓</p> <p>Out 2 Lunch (Various Topics Discussed at Local Restaurants; 6x/yr.) ✓</p> <p>NEW</p> <p>Access to Member Pricing at Chamber Events & Programs ✓</p> <p>COMING SOON</p> <p>ChamberMaster Access for Your Business (Ability to Post Promotional Deals, Calendar Events, Update Your Profile, and so much more!) ✓</p>
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Chamber membership is effective when payment is received and active for twelve (12) months from this time. Monthly rates are only available on annual memberships.



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ENHANCED MEMBER LEVELS



New Enhanced Levels, New Benefits

Many companies recognize the value our Chamber provides and choose one of our Enhanced Levels of Membership which offer additional promotional opportunities, preferential positioning of their business in Chamber Media Offerings, and even personalized benefits. These Enhanced Levels are available to all Chamber members but are limited in number to provide exclusivity and uniqueness to each level.

***Enhanced Membership Level dues are no longer calculated as a premium above normal membership dues rates. Each Enhanced Membership Level is now offered as a single price no matter the size of your business.**

We invite you to look at each Enhanced Level and evaluate for yourself if moving up to an exclusive membership level is right for you and your business. You might just find that one of our offerings provides the extra promotion and exposure you are looking for. Maybe you are looking to get your company name out in front of some of the important and influential people that come to our Annual Golf Classic, or you want your company to be aligned to our mission serving our community more and are looking for sponsorship opportunities with our Community Clean-Up/Recycling Event.

our MISSION

The mission of the Crystal Lake Chamber of Commerce is to create value and opportunity for our members with the belief that a positive business climate is an integral part of a healthy community.

our VISION

The vision of the Crystal Lake Chamber of Commerce is to be the business force and foundation connecting the community through integrity, leadership, value, growth, and service.

***These Enhanced Membership Levels are available to all Chamber Members. Priority is given to current Chamber members in each level.**

Chamber membership is effective when payment is received and active for 12 months from this time. Monthly rates are only available on annual memberships. Employees/associates that are affiliated with the listed business are recognized as members and may participate in all activities and benefits. Free events are limited to the Chamber's discretion. Annual investment in the CLCoC may be tax deductible as an ordinary and necessary business expense. Investments made to the Chamber are not a charitable tax deduction for federal income tax purposes. No refunds on membership. Any changes to benefits offered are at the Chamber's discretion but will be replaced with other benefits of equal or greater value.

ELEVATE LEVEL \$1,000



"The changes that I've seen not only in our business in Crystal Lake but also at the Chamber have been tremendous over the years. The Chamber still occupies the same small building located on Route 14 which now brings me a lot of nostalgia, but every time I visit it, I'm surprised by the growth and outreach that they've been able to build over the years. The Chamber has grown in a way that has continued to stay relevant within the business community. They know our businesses, they know what's going on and this enables us to make connections. The Chamber has truly helped each one of us grow over the years in many, many ways."

Jill Dinsmore
President
JA Frate, Inc.

An investment at the **ELEVATE MEMBERSHIP LEVEL** is recommended for businesses that have established an identity and are recognized in the marketplace yet seek additional opportunities to grow.

- Business included in the Virtual Home and Business Expo on the Chamber website.
- Signage Recognition at the Home and Business Expo
- Program recognition at the Annual Awards Event
- Highlighted listing in the Chamber's monthly digital magazine, *Business Pathways*
- Highlighted listing in the Annual Community Guide
- Driving Range Sponsor at the Annual Golf Classic
- Member in Motion Program Recognition
- Signage recognition at Community Clean-Up/Recycling Event

PLUS, the benefits of the **CONNECT Membership Level**

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ENGAGE LEVEL \$2,500



“We joined the Chamber in 1983. My mother started her business by buying a piece of equipment from another Chamber member and he then immediately became our customer. I think every business should join the Chamber. Personal and professional relationships that you develop in the Chamber are invaluable. You can help yourself become better at business through mentorships, by having a forum to complain about business, or even celebrate business with people who completely understand what you’re going through.”

Dawn Gilman
Owner, Crystal Lake Engraving

An investment at the **ENGAGE MEMBERSHIP LEVEL** is recommended for businesses that are planning to build additional clients, customers, and relationships to other businesses.

- Putting Green Signage at the Annual Golf Classic
- Company Name will scroll on Chamber Website Homepage and link to your business listing
- 3 Interior-Page Ads on Chamber Website with Link to Engage Level Member webpage
- Women Empowering Women Monthly Sponsor
- Recognition on the ENGAGE LEVEL Member webpage with logo and link to business

PLUS, the benefits of the ELEVATE and CONNECT Membership Levels

**Exclusive to only 15 Chamber businesses*

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INVEST LEVEL \$5,000



The **INVEST MEMBERSHIP LEVEL** membership puts your business among an elite group of members who are focused on achieving the mission of the Crystal Lake Chamber of Commerce.

- Tee Box Sponsor at the Annual Golf Classic
- Members in Motion Event Co-Sponsor
- Co-Sponsor of Community Clean Up/ Recycling Event
- Annual Co-Sponsorship of the Business Builder Lunch Series
- Home & Business Expo Community Outreach Co-Sponsor
- Breakfast Co-Sponsorship Education Series
- Subsidiary Business Locations listed on website at no additional cost

PLUS, the benefits of the ENGAGE, ELEVATE AND CONNECT Membership Levels

**Exclusive to only 3 Chamber Member Businesses*

“Heisler’s Bootery has been a Chamber member for at least these past 75 years. The Chamber has been a very important factor in building our business. From day one it was all about community, all about getting to know your neighbors. Your neighbors were your customers and they still are. You can’t be an island amongst yourselves, you have to go out and be a part of your community if you’re going to succeed.”

Jim Heisler
Owner, Heisler's Bootery

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VISIONARY LEVEL

\$7,500

The **VISIONARY MEMBERSHIP LEVEL** offers exclusive positioning and unique experiences while strengthening our work to support the local economy.

- Community Outreach Co-Sponsorship Recognition at Community Clean Up/Recycling Event
- Co-Sponsor of the Crystal Lake Independence Day Parade
- Eagle Sponsor of the Annual Golf Classic, includes (1) foursome of golf
- Company recognition as Visionary Level Member on plaque in the Chamber Boardroom
- Recognition on the Visionary Membership Level webpage with logo, link to business, subsidiary locations, products and services

PLUS, the benefits of the INVESTOR, ENGAGE, ELEVATE, and CONNECT Membership Levels.

**Exclusive to only two Chamber Member Businesses*

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“The Chamber gives you an opportunity to participate in our community, particularly for small businesses. It makes a lot of sense to be a part of the Chamber because of the number of services they provide, because of the number of opportunities they provide with other businesses, and with the overall expertise in this community, it provides a lot of opportunity for small businesses to do well here.”

Steve Slack
Chief Executive Officer & President
Home State Bank

INSPIRE LEVEL \$10,000



The **INSPIRE Level** membership includes exclusive benefits like a seat on our Board of Directors while offering the opportunity to make a difference in two local businesses.

- One guaranteed seat on the Chamber Board of Directors
- Company profile in the Chamber Annual Report
- Opportunity to Sponsor (2) Pay it Forward Memberships (\$300 or \$425 Connect Level) for two new, aspiring or struggling businesses for one year
- Virtual Chamber Communications Sponsor, Company Name and Logo on all Chamber Video Conferencing Presentations
- Company recognition as Inspire Level Member on plaque in Chamber Boardroom
- Recognition on the Inspire Level web page with logo, link to business, subsidiary locations, products and videos.

Inspire

Be the reason people look forward to you. Make a difference to someone else's life by inspiring them.

“The Crystal Lake Chamber of Commerce is a great partner, connecting companies together for the betterment of our local community.

The Chamber has served as a champion for the city's expansion over the years, which is why we are proud to offer this new exclusive membership level designed to recognize a local business' contributions to our community.”

Bill Eich
President and CEO
Crystal Lake Chamber of Commerce

PLUS, the benefits of the VISIONARY, INVEST, ENGAGE, ELEVATE AND CONNECT Membership Levels

**Exclusive to only 1 Chamber Business*

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Enhanced Member Benefits Guide

BENEFITS	ELEVATE LEVEL	ENGAGE LEVEL (12 AVAILABLE)	INVEST LEVEL (3 AVAILABLE)	VISIONARY LEVEL (2 AVAILABLE)	INSPIRE LEVEL (1 AVAILABLE)
Member in Motion Program Recognition	✓	✓	✓	✓	✓
Signage Recognition at the Home & Business Expo	✓	✓	✓	✓	✓
Program Recognition at the Annual Awards Event	✓	✓	✓	✓	✓
Highlighted listing in the Chamber's monthly digital magazine, <i>Business Pathways</i>	✓	✓	✓	✓	✓
Prominent Listing in the Annual Community Guide	✓	✓	✓	✓	✓
NEW Driving Range Sponsor at the Annual Golf Classic	✓	✓	✓	✓	✓
NEW Business Included in the Virtual Home & Business Expo	✓	✓	✓	✓	✓
NEW Signage Recognition at Community Clean-Up/Recycling Event	✓	✓	✓	✓	✓
3 Interior Page Ads on Chamber Website with Link to Enhanced Member Webpage		✓	✓	✓	✓
Company Name will Scroll on Chamber Website Homepage and Link to Your Business Listing		✓	✓	✓	✓
NEW Putting Green Signage at Annual Golf Classic		✓	✓	✓	✓
NEW Recognition on Enhanced Member Webpages (each category will have its own webpage) with Link to Business		✓	✓	✓	✓
NEW Women Empowering Women - Monthly Co-Sponsor		✓	✓	✓	✓
NEW Tee Box Sponsor at Annual Golf Classic		✓	✓	✓	✓
NEW Members in Motion Event Co-Sponsor			✓	✓	✓
NEW Co-Sponsorship of Community Clean-Up/Recycling Event			✓	✓	✓

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Enhanced Member Benefits Guide



BENEFITS		ELEVATE LEVEL	ENGAGE LEVEL (12 AVAILABLE)	INVEST LEVEL (3 AVAILABLE)	VISIONARY LEVEL (2 AVAILABLE)	INSPIRE LEVEL (1 AVAILABLE)
NEW	Business Builder Annual Sponsor			✓	✓	✓
NEW	Home & Business Expo Community Outreach Sponsor			✓	✓	✓
NEW	Education Series Breakfast Co-Sponsor			✓	✓	✓
NEW	Subsidiary Business Locations Listed on Website at no Additional Cost			✓	✓	✓
NEW	Community Outreach Sponsorship Recognition at Community Clean-Up/Recycling Event				✓	✓
NEW	Co-Sponsor of Crystal Lake Independence Day Parade				✓	✓
NEW	Eagle Sponsor of Annual Golf Classic, includes (1) foursome of golf				✓	✓
NEW	Company recognition as Visionary & Inspire Level Member on plaque in the Chamber Boardroom				✓	✓
NEW	1 Guaranteed Seat on Chamber Board of Directors					✓
NEW	Company Profile in Chamber Annual Report					✓
NEW	Opportunity to Sponsor (2) Pay it Forward Memberships (Connect Level) for Two New, Aspiring, or Struggling Businesses for One Year					✓
NEW	Virtual Chamber Communications Sponsor					✓
		\$1,000	\$2,500	\$5,000	\$7,500	\$10,000

*Items marked "NEW" may be new to one or more categories



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ANNUAL CHAMBER EVENTS

The Chamber is proud to host a number of events for our members and the community. Involvement in Chamber programs is a great way to further your professional network, take part in your community, and grow professionally.

STATE OF THE COMMUNITY EVENT

The State of the Community Event, hosted by the Crystal Lake Chamber of Commerce in partnership with the City of Crystal Lake, and the Villages of Lakewood and Prairie Grove, brings together business leaders and community leaders to celebrate the last year's successes and share their vision for the future.

HOME AND BUSINESS EXPO

The Annual Home and Business Expo is a community wide event which welcomes the community to meet and greet select members of the Chamber of Commerce. Consumers can shop for innovative home and business products. Come and check out some of our amazing local businesses, organizations and industries with over 100 vendors under one roof.

COMMUNITY CLEAN-UP/COMMUNITY RECYCLING EVENT

The Chamber holds a Community Clean-Up/Recycling Event each year to bring together our local businesses and our residents in an effort to help keep our community clean.

ANNUAL INDEPENDENCE PARADE

The Crystal Lake Chamber of Commerce partners with the Crystal Lake Lions Club, the City of Crystal Lake, the Northwest Herald, and Star 105.5 radio station to bring this extraordinary event to over 10,000 people every year.

ANNUAL AWARDS AND GEMS AWARD EVENTS

The Chamber Annual Awards Event is an evening of celebration of the Chamber's year of accomplishments and the presentation of awards to select members. The GEMS Awards Event is a Chamber Foundation Celebration of Outstanding Chamber Members.

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MARKETING OPPORTUNITIES

We offer a wide variety of advertising opportunities to help market your company to local business leaders, local businesses, and Crystal Lake residents. Consider advertising in Crystal Lake Chamber publications, emails, newsletters, and our website, which all provide outstanding value for your marketing dollars.

COMMUNITY GUIDE

The Chamber's Annual Community Guide and member directory provides a quality connection between the Chamber, its members, key business organizations and our community. The publication focuses on both Chamber and local government information, annual community events, along with a convenient business directory of Chamber businesses by category and interest. The Community Guide is a joint publication of the Crystal Lake Chamber of Commerce and the Northwest Herald.

BUSINESS PATHWAYS

Business Pathways, our monthly e-newsletter that communicates topics that are relevant to the business community. Feature stories include Chamber and community events, economic development issues, current initiatives, local accolades, and legislative updates. Each issue is distributed digitally.

EVENT SPONSORSHIPS

The Chamber hosts a number of events throughout the year, which are enhanced by the participation of member sponsors. Chamber events are designed to connect people on either a business or social level and only members can serve as sponsors. Being a sponsor is a great way for businesses to receive publicity while showing support for the Chamber and community.

CHAMBER WEBSITE

The Chamber's website is a traditional and trusted source of business information and is viewed by members, the public, and visitors looking for products and services. Marketing on our website allows members to direct their message to specific site visitors and/or all visitors to the site. The Chamber's website is a powerful and inexpensive advertising tool.

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*Committed to maximizing business development and economic growth
of the community through advocacy, education, innovation, and
collaboration.*

Crystal Lake Chamber of Commerce | 427 W. Virginia Street |
Crystal Lake, IL 60014 815.459.1300 | clchamber.com