

PUBLICITY AND PROMOTION

Chamber Newsletter – General Board information and Chamber events and promotions. The newsletter is e-mailed or mailed to members. It also shares other community information and happenings.

Deadline for submitting items ... **FIRST** of each Month

“Welcome to Springfield” Bags, Camping Flyers, Brochure Distribution – Approximately 100 “Welcome to Springfield” packets are given out annually by the City Clerk’s office. In addition, 600 “Happy Camper” newsletters are distributed to visitors. Springfield brochures are distributed throughout local businesses as well as area communities.

Chamber Web site – www.springfieldmnchamber.org

Facebook –
www.facebook.com/SpringfieldAreaChamberOfCommerceCvb

Twitter -
<https://twitter.com/SpfdChamberMN> (@SpfdChamberMN)
Links to both are on the home page of the Chamber website

Listed on Web site are: Membership Directory, About the Chamber, Chamber Bucks, Calendar, Job Postings, Links, Contact Us and List of Upcoming Events and more.

Springfield Area Chamber of Commerce

33 South Cass P.O. Box 134
Springfield, MN. 56087
507-723-3508
spfdchamber@newulmtel.net



*We
have a lot to share*

MISSION STATEMENT

The mission of the Springfield Area Chamber of Commerce is to strengthen the business community and take a leadership role in promoting economic growth in a spirit of cooperation and team work.

VISION STATEMENT

As a membership driven organization, the Springfield Area Chamber of Commerce seeks to:

- Promote economic growth through the recruitment and retention of quality businesses and industries that will contribute to the overall economic health of the community.
- Provide the membership networking opportunities, referrals, internet promotion and other membership services to promote and enhance their business.
- Develop and nurture relationships with local government and other community sectors to help facilitate the needs and interests of the business community.
- Enhance the overall quality of life within the community.

2023 MEMBERSHIP DUES STRUCTURE

Friends of the Chamber\$35
Couples or Individuals

Network Marketing, Direct Sales\$60

Smaller Service and Retail, Non-profit\$140
Churches, Hair Stylists, Non-Profit, Smaller Retailers,
Taverns, Daycares

Mid-size Service and Retail\$190
Chiropractic, Insurance, Investments, Lodging

Larger Service and Retail, Manufacturing, Construction \$250
Attorney Offices, Construction & Manufacturing Businesses,
Dental, Funeral Homes, Optometry

Large Industry/Financial Institutions\$750
Banks, Credit Unions, Hospitals, Clinics, Large Ag Companies,
Nursing Homes, Utility Companies



2023
SPRINGFIELD CHAMBER OF
COMMERCE EVENTS

Winter - Spring

Business to Business Luncheon
Annual Chamber Meeting
Spirit of Springfield Banquet
Spring Plant Giveaway
Chamber Golf Tournament

Summer

Chamber Golf Tournament
Riverside Days
Business to Business Luncheon

Fall - Winter

Business to Business Luncheon
Holiday Open House
Jingle Bell Ticket Promotion
Jingle Bell Ticket Promotion Drawing
“A Few of Our Favorite Things” Online Promotion

Watch the Chamber newsletter as dates could change



WHY JOIN?

Membership Benefits of the

Springfield Area Chamber of Commerce

- 1** *Network.* It's not just who you know, it's who knows you. Expand your business by participating in Chamber programs and networking with other businesses.
- 2** *Visibility.* Market and promote your business through the Chamber website and social media, volunteer work and by attending events.
- 3** *Gain Business.* We believe in your business and we give member-only business referrals.
- 4** *Have a Voice.* Support the development of our community and have a voice in its direction.
- 5** *Chamber Bucks.* Only Chamber members can accept Chamber Bucks creating local economic impact of over \$20,000.
- 6** *Learn.* Business to Business Lunch & Learn held quarterly
- 7** *Support Economic Growth.* As Springfield grows, so does your business. Working together makes for a successful community.

MEMBER BENEFITS

- FREE** – Listing on Chamber web site
- FREE** – Event listings in Chamber Chatter
- FREE** – Exposure through social media with links on Chamber Facebook page and Twitter
- FREE** – Listing in Promotional ads when offered
- FREE** – Placing ad or coupon in Welcome Wagon Packets for new residents
- FREE** – Chamber members listed first in “EDA business directory”
- FREE** – Chamber membership Plaque with yearly update
- FREE** – Membership listed in Advance Press
- FREE** – Job listings
- Chamber Members receive Chamber Chatter newsletter and other community information via e-mail and is available to the public on the chamber website.
- Chamber Members will have the opportunity to be a Spotlight Member.
- Chamber Members (only) can accept and redeem Chamber bucks at local banks and Chamber Office.
- Chamber members receive a Happy Camper Publication discount.

HOW DOES THE CHAMBER OPERATE?

General Board of Directors

They are the policy-making body of the Springfield Area Chamber of Commerce. Our members represent the business and professional leadership of the community. Board members can serve up to two 3-year terms.

They spear-head a Golf Tournament to assist in project funding. They organize the membership drive each December that funds the work of the Chamber. They set the dues structure, choose the Spirit of Springfield Award/Business Of The Year recipients and host the Annual Meeting. They meet monthly.

Retail Committee

Consists of chamber retail business members. They plan retail events and advertising to be presented to the General Board for Approval. They meet on the first Tuesday of the month at noon at the Community Center.

Office Staff

Denise Gicker - Executive Director

The Chamber Office is located within the Springfield Community Center through the East entrance.

Office hours are Monday-Friday from 9am-1pm.