

# The Greater Bloomington Chamber of Commerce

*Better business. Better community.*

## 2023 MEMBER SERVICES GUIDE

### Our Mission

The Greater Bloomington Chamber of Commerce provides leadership through member engagement, business advocacy and civic partnerships to strengthen our community and business environment.

*Whatever you need to help your business to succeed you'll find it at the Chamber!*



Check out the Chamber on social media

@chamberbloom

Visit our Website:  
[chamberbloomington.org](http://chamberbloomington.org)

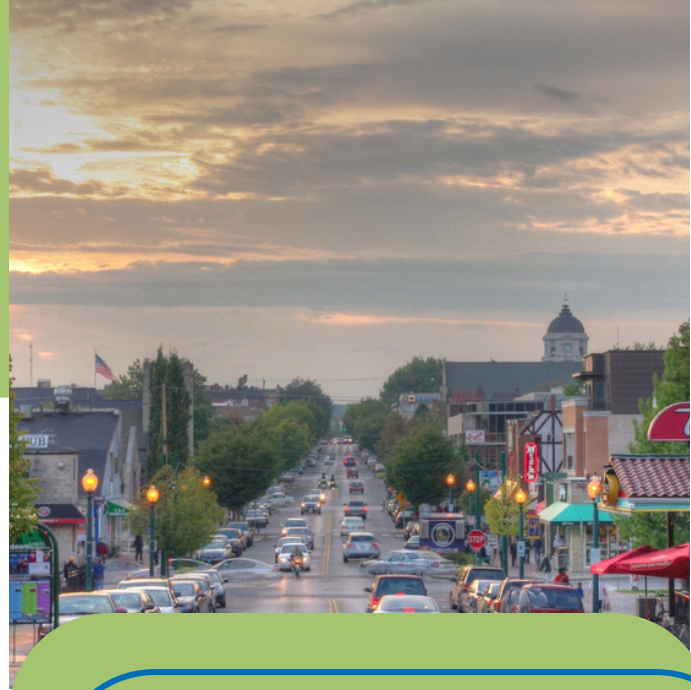


# What The Chamber is About

The Greater Bloomington Chamber of Commerce brings you innovative member benefits and programs to make the most of your marketing dollar and provide measurable returns. We are here to help you engage, influence, and make an impact using dynamic programs, services, and initiatives designed with business success in mind.

## Our Vision

Greater Bloomington will be a vibrant community in which to live, learn, invest, and work with collaborative support from a thriving business sector



### What We Offer

- 01 Events & Opportunities
- 02 Ribbon Cuttings
- 03 Cost Saving & Discounts
- 04 Opportunities
- 05 Connections & Growth
- 06 & Much More



### Did You Know?

When you join as a business, each and every one of your employees is a part of the chamber!  
Maximize your membership  
& get them involved!

# Over 850 Current Members!

# EVENTS AND OPPORTUNITIES

## ABOUT OUR EVENTS

The Greater Bloomington Chamber of Commerce creates networking, advocacy, learning, and marketing opportunities for your business and your employees. These hallmark events will help you engage with local with the Bloomington community, as you meet business and community leaders.

**Over 60+ Events Each Year!**

## OUR SIGNATURE EVENTS



At the Annual Meeting, The Chamber provides a year in review, highlighting accomplishments and member news with attendees, and sharing future plans as well.



Bloomington Women in Leadership (BWIL) is a professional women's group that empowers, inspires, and engages through mentorships, professional development, and community.



Business After Hours provides Chamber member business professionals a chance to network and connect.



The Business Outlook Panel and Luncheon is a joint event held with the Bloomington Rotary Club. A panel from Indiana University's Kelley School of Business present their knowledge and insight on the economy.



The Chamber's Federal Focus fulfills The Chamber's objective to provide open dialogue and interaction with our government leaders.



## MARKETING OPPORTUNITIES

The Chamber provides multiple opportunities that work for you and your business. Learn more on our website:

<https://www.chamberbloomington.org/>

## FIND OUT MORE ABOUT OUR OTHER SIGNATURE EVENTS AT CHAMBERBLOOMING.ORG



# RIBBON CUTTINGS

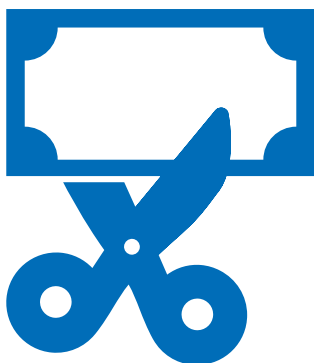
As a member of The Greater Bloomington Chamber of Commerce, we want to help you celebrate business milestones. The Chamber offers completely free ribbon cuttings to all members. If it's a new location... a remodel... a major milestone occasion... whatever the case, we want to help you connect with fellow Chamber members and the Bloomington community.

*We even have some tips to help you maximize the publicity of your celebration! Remember to check out Chamber members who provide catering - they can help enhance the occasion!*



# COST SAVING PROGRAMS

Members of the Chamber have exclusive offerings and discounts for Chamber Members and their employees. Some of our offerings include Group Life Insurance, Group Dental, Group Short & Long Term Disability, and Employee Assistance Programs.



# EMAILING OPPORTUNITIES



## Benefits for your business

By joining the Chamber, your business can reach 2,000+ individuals that are Chamber members and their employees. Many opportunities exist for your business to market your brand.

## Membership Matters

Membership Matters is The Chamber's twice-monthly newsletter. Typically delivered on the 1st and 15th of each month, Membership Matters includes a variety of member news, the Chamber's Job Board, event information and updates.

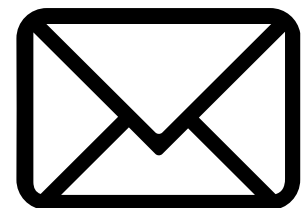
## Member to Member Emails

Member to Member emails are customized marketing pieces distributed to The Chamber's membership. For a \$300 investment, The Chamber will take your images and verbiage and craft an email. A Member to Member email is a great way to highlight an upcoming event, a holiday promotion, a milestone celebration or any other occasion



## How to involve your business

Members are able to submit their own news and events to our Chamber's website, allowing us to publish these to our twice-monthly newsletter. And, certain member tiers are featured in each newsletter.



## Our Email Statistics

- 44% Open Rate
- 6% Bounce Rate
- 7% Click to Open Rate



# CONNECTIONS AND GROWTH



## CONNECTIONS

Through the Chamber, your business and your employees will have access to a vast number of opportunities to grow your network. Many exclusive events and networking opportunities are available once becoming a member.



The Greater Bloomington Chamber of Commerce



The Buzz is a great way to connect with local professionals. This speed-networking opportunity provides attendees with two minutes to share about their business.

## GROWTH

Being a member to the Chamber not only allows you to grow your network, but your business as well. Through marketing opportunities attending events, and a free radio segment on WCLS/WVNI New Business News, you will be able to reach new consumers for your business.

## NETWORKING EVENTS



YPB gives young professionals an opportunity to develop a personal network, to grow professionally and to succeed in business while enhancing the community's quality of life.



BAH is a great opportunity for new members to visit with other businesses and make lots of new connections.

# ADDITIONAL BENEFITS



The Chamber wants to help our members in any way possible. Fully Maximize your membership and take advantage of the following benefits as well:



Chamber Members have access to a free job board for you to post for any vacancies. Members are able to post these listings for up to 90 days.

## OFFICE INFORMATION

### Office Hours:

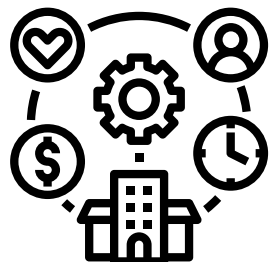
Monday - Thursday 9:00 am-5:00 pm  
Friday 9:00 am-3:00 pm

421 W 6th Street, Suite A  
Bloomington, IN 47404  
813.336.6381

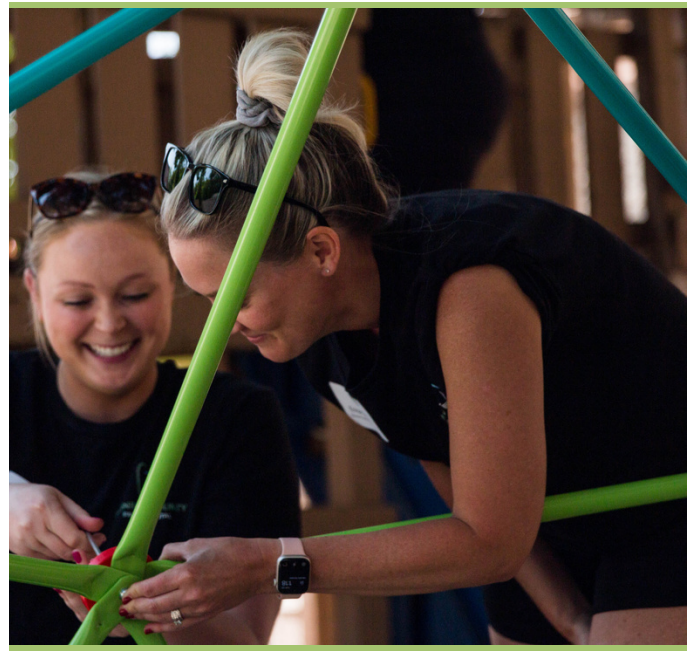
[www.ChamberBloomington.org](http://www.ChamberBloomington.org)  
[info@ChamberBloomington.org](mailto:info@ChamberBloomington.org)



Chamber Members have access to volunteer for the Success School. The Success School acts at the connection between the business and education community.



Members will also have access to benefits, programs, and resources to help our members be successful. These include programs like Score, ISBDC, and a handful of DEI resources.



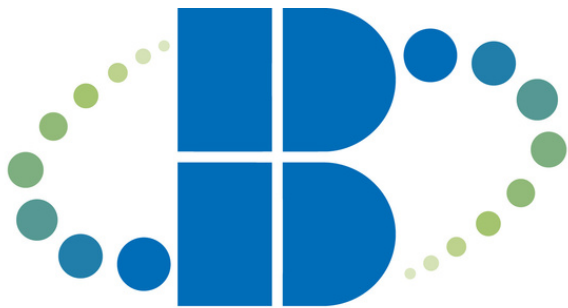
The Greater Bloomington  
Chamber of Commerce

# Ready to Join?

## Reach at



Stacy Bruce  
Director of Member Services  
sbruce@chamberbloomington.org  
(812)-336-6381



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Chamber of Commerce

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Complete the  
Membership  
Application here!



For more information, go to [ChamberBloomington.org](http://ChamberBloomington.org)