

# An Invitation To Membership . . .



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*Serving*

*Bald Head Island • Boiling Spring Lakes • Bolivia • Caswell Beach  
Oak Island • St. James • Southport • Sunset Harbor*

# **WHAT IS A CHAMBER OF COMMERCE?**

The Southport-Oak Island Area Chamber of Commerce is a voluntary organization of business and professional men and women who work together for the purpose of encouraging growth as well as the economic progress of the community. The work of the Chamber is carried out by committees, staffed by interested members willing to donate their time and talents. Membership provides new opportunities for your business.

## **MISSION STATEMENT**

The mission of the Southport-Oak Island Area Chamber of Commerce is to advance the general welfare of its members and the prosperity of the area so that all citizens and all areas of its business community shall prosper. Particular attention and emphasis shall be given to the economic, civic, commercial, cultural, industrial and educational interest of the area with all appropriate means of promotion provided.

## **WHAT THE CHAMBER CAN DO FOR YOU . . .**

**IT'S YOUR SPOKESMAN . . .** your voice on governmental and community issues . . . the central organization in which you and your fellow businessmen join hands to support measures and projects that benefit you, your family, your business and your community.

**IT'S YOUR ADVOCATE . . .** improves community understanding of the free enterprise system . . . face to face, frank exchanges of views between local business people and their political representatives.

**IT'S YOUR TRAINING CENTER . . .** sponsors seminars and workshops on subjects of concern and interest to business through the Brunswick Community College Small Business Center . . . provides small business management assistance through the Small Business Center at BCC and UNC Wilmington.

**IT'S YOUR INFORMATION BUREAU . . .** facts on business trends and population . . . keeps you posted on new developments affecting your business.

**IT'S YOUR GOODWILL AMBASSADOR . . .** it tells the nation about commercial and recreational facilities . . . helps local businesses obtain a maximum benefit from tourism.

**IT MULTIPLIES YOUR EFFECTIVENESS IN THE COMMUNITY . . .** by providing the structure, volunteer leadership, professional staff and full-time office operation to implement an effective program to meet the needs of a growing community.

# ANNUAL MEMBERSHIP INVESTMENT SCHEDULE

**•CATEGORY A - GENERAL RETAIL & SERVICE**

BASE RATE:	General Retail and Service .....	\$250
	From 5,000 - 10,000 Square Feet .....	\$270
	Over 10,000 Square Feet.....	\$350

**•CATEGORY B - REAL ESTATE / REAL ESTATE DEVELOPERS**

BASE RATE:(Up to 5 Agents).....		\$250
	(6-10) sales agents .....	\$300
	(Over 10 sales agents).....	\$350
	Rental Units, over 50 units add \$2.00 per unit .....	\$350

(UP TO MAXIMUM FEE FOR RENTAL UNITS OF \$350)

**•CATEGORY C - RESTAURANTS**

BASE RATE:.....		\$250
	Over 75 seats.....	\$325
	Over 100 seats.....	\$355

**•CATEGORY D - FINANCIAL INSTITUTIONS**

BASE RATE:.....		\$525
	Over one office, add per office.....	\$75

**•CATEGORY E - PROFESSIONAL OFFICES**

BASE RATE:.....		\$240
	Add per professional.....	\$10

**•CATEGORY F - BOOSTER MEMBERS / NON-PROFIT ORGANIZATIONS**

BASE RATE:.....		\$90
	(Non-profit organizations one representative)	

**•CATEGORY G - UTILITIES..... TO BE NEGOTIATED**

**•CATEGORY H - TOURIST ATTRACTIONS**

BASE RATE:.....		\$325
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**•CATEGORY I - GOLF COURSES**

BASE RATE:.....		\$495
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**•CATEGORY J - MARINAS**

BASE RATE:	(Add \$1.00 per slip).....	\$250
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**•CATEGORY K - MOTELS**

(Add \$4.00 per unit, over 12 units).....	\$250
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**•CATEGORY L - CAMPGROUNDS**

BASE RATE:	(Add \$2.00 per site, over 50 sites).....	\$250
	(UP TO MAXIMUM FEE OF \$280)	

**•CATEGORY M - HOSPITALS**

BASE RATE:.....		\$750
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**•MULTIPLE OFFICES:**

Branch offices will be assessed at 50% of normal rate schedule  
(Not to include rental units)

**\*MAXIUM FEE FOR ANY CATEGORY \$1000\***

# How to get the most for your money

## 1. Market your product and services.

- A monthly email is sent to Chamber members called Chamber E-News. Chamber E-News is an informational newsletter focusing on topics such as upcoming events, advertising opportunities, fraud alerts and other time sensitive news.
- Take advantage of the Members to Member E-News. Members can shamelessly plug new products, personnel or services for FREE in this monthly email to the members.
- The Chamber publishes a Vacation & Resident's Guide, Wedding & Meeting Planner, Newcomer Guide, Business Resource Package and a Brunswick County Map. Ads are available on the map and Vacation and Resident's Guide.
- Targeted marketing opportunities through the many Chamber sponsored events. Display ads, web links, sponsorships and other marketing opportunities available, U.S. Open King Mackerel Tournament, Cape Fear Flounder Classic, Southport-Oak Island Golf Classic and Oak Island Lighthouse Run/Walk . The Chamber also provides administrative support for the N.C. 4th of July Festival, Inc.
- Website listings on the Chamber's Website [www.southport-oakisland.com](http://www.southport-oakisland.com). Potential to reach 187,000 visitors to the site annually. Each member is listed for FREE in the business directory on the website. Links to the member website are FREE.
- Business Directory Listing in Vacation & Residents Guide, 65,000 copies of the guide are distributed. Each member is listed in one category of the Business Directory for FREE. Only members may purchase display ads in the guide.
- 10,000 copies of the Brunswick County Map will be distributed. Only members may purchase a listing on the map.
- Welcome Center greets almost 7,000 potential clients. Do you have a brochure or business cards in the center? This is a member only benefit.
- Only members may participate in the Bridal Showcase held at the Southport Community Building.
- Coastal Consumer Showcase members get a discounted price to participate.
- New Resident Packets– Vacation and Resident's Guide included in the packet. Members can purchase a page in the passport to advertise your business.

## 2. Enhance your management skills and business services.

- Representatives from Brunswick Community College Small Business Center, SBTDC @ UNCW and SCORE will come to the Chamber's office or your business to meet with and suggest ways to increase your business.
- Annual Economic Climate Update held locally. Representative of the Cameron School of Business, UNC Wilmington share critical economic climate trends and numbers with members annually.
- Attending Chamber's Annual Meeting is a great opportunity to see what your Chamber has accomplished and what it is going to do in the coming year.
- Seminars on business topics and issues held free for members.
- Out of the Box Lunch– Lively discussions on current business topics.
- Small Business Summit- Annual focus on small business with a resource fair. Business to business networking.

## 3. Direct Financial Member Benefits.

- Use of the Chamber's Board Room is FREE to hold a staff or client meeting.
- Worker's Compensation Insurance. Members can opt into a self-insured workers compensation insurance program through the NC Retail Merchant's Association - First Benefits Insurance without the added expense of belonging to the NC Retail Merchant's Association.
- Leads List for members only. Small yearly fee will secure you names and addresses of about 5,000 people whom have asked for information on our area. The list is emailed to subscriber members weekly. Annual subscription is \$150.00.
- Member listing for members only. Members may receive a list of businesses that belong to the Chamber including name, address, phone number and fax number. By email, the list is FREE. Labels cost \$25.
- Customers place value on the Chamber Membership giving your business instant credibility.

## 4. Opportunities to Network and establish business relationships.

- Business After Hours are perfect for creating new business contacts. FREE to the members to attend.
- The Chamber provides ribbon cutting and Grand Opening services to members at no charge.
- Committee meetings offer a more concentrated effort to network in a smaller more intimate group. Committee work offers the greatest opportunity to get out and work with your fellow business owners and get the name of your business noticed.
- Business Before Breakfast is a great way to network before the business day.
- Coffee with the Girls offers a supportive network for women in business.