



Marco Island Area Chamber of Commerce

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2016 Chamber Membership Guide

Building on our past....looking toward our future.





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1. WELCOME

We are pleased to have you as a member, and hope you will take full advantage of the opportunities and offerings available to you as a member of the Marco Island Area Chamber of Commerce.

Since 1977, the Marco Island Area Chamber of Commerce has helped area businesses to succeed through networking opportunities, business promotion, and educational/informational programs. In addition to serving our business membership, we are actively involved in the community through support and outreach for community events, scholarship programs and promoting Marco Island as a destination for both visitors and those looking to relocate. Our businesses drive and positively contribute to our local economy and, in addition to our beautiful natural surroundings, help to make Marco Island be recognized as the gem that it is.

With more than 550 members, the Marco Island Area Chamber of Commerce is a powerful and impressive organization of the best business minds in the region. We look forward to helping your business to succeed, and offer this guide to help you make the most of your membership. Should you have any questions, please don't hesitate to contact us.

Thank you for your support of the Marco Island Area Chamber of Commerce!

Sincerely,

A handwritten signature in blue ink that reads "Sandi Riedemann" followed by a flourish.

*Sandi Riedemann, Executive Director
Marco Island Area Chamber of Commerce
Phone: 239-394-7549
email: sandi@marcoislandchamber.org*

1a. Our Mission

*The mission of the Marco Island Area Chamber of Commerce
is to promote a healthy business and tourism climate
in order to protect the quality of life in the community.*

1b. Board of Directors

2015 Executive Committee

President	Dick Shanahan	Berkshire Hathaway Florida Realty
President-Elect	Alex Parker	AP Builders & Construction Services
Past President	Jacquie Koon	CJ's on the Bay
Treasurer	Jada Shigley	Marco Island Marriott
Secretary	Rick LoCastro	Physicians Regional Healthcare System
Executive Director	Sandi Riedemann	Marco Island Chamber of Commerce

2015 Board Members

Susan Ackerson	Old Marco Restaurant & Pub/Anchor Real Estate
Ron Albeit	The Club & Spa at Fiddlers Creek
Desiree Buhelos	The Boat House Motel
Nancy Carrington	Marco Island Florist & Gifts
Dan Collardey	Island Eyes Investigative Svcs/The Speakeasy
Erik Condee	Condee Cooling & Electrics
Bruce Gear	Gear Promotions
Daniel High	Rose Marina
Tiffany Homuth	Mutual of Omaha Bank
David Hyatt	Marco Surveying & Mapping
Patrick Neale	Patrick Neale & Associates
Rick Popoff	Rick's Island Salon & Day Spa
Mary Quinton	Marco Eagle/Naples Daily News
Lori Wagor	Marco Island Historical Museum

1c. Committees

Business Alliance – The focus of this committee is to provide value to Chamber membership and help increase business-to-business networking. Chamber Ambassadors, Business Expo, Coffee & Commerce, etc.

Chair: Nancy Carrington

Email: nancy@marcoislandflorist.com

Education – Teacher & Support Person of The Year Awards, scholarship fundraisers and scholarship awards.

Chair: Jada Shigley/Desiree Buhelos

Email: jada.shigley@marriott.com

Governmental Affairs - Works with the City of Marco Island, City Council and Collier County on issues that affect the Marco Island Area business community.

Chair: Susan Ackerson/Pat Neale

Email: susan@marco4sale.com

Leadership Marco – Selective tuition-based program that provides broad-based business education to potential future community leaders. Offered annually for involved Chamber members interested in furthering their knowledge and understanding of the Marco Island area. Interested Chamber members must contact Executive Director, Sandi Riedemann to be considered for the application process.

Chair: Sandi Riedemann

Email: sandi@marcoislandchamber.org

Special Events – This committee develops ideas for future revenue enhancing and value generating activities and events. (i.e., Craft Beer Festival.)

Chair: Jacquie Koon

Email: cjs@palsplaces.com

To get involved in any of these committees, please contact the chairperson directly.

1d. YOUR INVOLVEMENT - The most important factor to your success!

The Marco Island Area Chamber of Commerce relies on members to be involved with Chamber happenings and events.

It is in your best interest to be involved in your Chamber!

Monthly "After Fives" networking opportunities are held (normally) the 3rd Wednesday of each month. These "After Fives" allow you to meet and interact with other business owners, Chamber staff, Chamber volunteers and YOUR POTENTIAL CUSTOMERS! Your attendance is not only encouraged, but will be a valuable part of your Chamber presence. Please wear your name tag if you have one and bring your business cards.

Grand Openings/Ribbon Cuttings BE THERE to support your fellow members and help all members to succeed! Stop by, even for 10 minutes. You'll be glad you did.

Annual Business Expo Make time to participate in or attend this annual event that brings hundreds of customers TO YOU! Held in March/April.

Annual Chamber Events "Glory of the Grape" Wine Tasting, "Craft Beer Festival", our annual Christmas Gala and the Installation Celebration/Leadership Marco Graduation are all important events that include the leaders of Marco Island area businesses. Plan to attend to show your community support and get to know the local leaders.

Attend Offered Classes/Seminars and Educational Sessions Regardless of your expertise; you can always learn something new! Join us when seminars or sessions are offered. These are also a great way to network with your fellow members.

Join a Committee! Your Chamber of Commerce has numerous committees that you can become involved in. Contact the committee chairperson directly for consideration.

Blog! Your membership includes your complimentary web page profile and ability to blog about your business offerings, promotions and specials. Make use of this free tool to keep your business name top of mind to website visitors.

Social Media Now is the ideal time to launch your Facebook business page if you have not already. The Marco Island Area Chamber of Commerce has an active Facebook presence and will help to promote your business whenever appropriate through social media. Take advantage of this free business marketing tool to promote yourself today. If nothing else, be sure to "like" the Marco Island Area Chamber of Commerce Facebook Page!

We are here to help you succeed, but we can't do it all...YOUR involvement is imperative to getting the most out of your membership. The Marco Island Area Chamber of Commerce looks forward to a long and prosperous relationship.

2. Getting Started

Once your membership has been approved by the Board of Directors, you are "OFFICIALLY" a member. Below are ways to kick-start your membership!

2a. Visitor's Center: Your Brochures or Business Cards

As a member, you are welcome to place your promotional material at the Marco Island Area Chamber of Commerce Visitor's Center at no charge to you.

Staffed by over 30 dedicated volunteers, our Visitor's Center sees a significant amount of foot traffic. Open from 9AM to 5PM each weekday, we cater to both locals and visitors alike providing information, maps, our annual publication and local special event information. If you are not familiar with our volunteers, seek them out at the next event and share your business information with them!

Space is available to members only for rack cards, brochures, menus, business cards, postcards or flyers. With hundreds of drop-in visitors per month, this is the perfect place to promote your business. **ONE space per business, please.** Come by and ask for Donna, she will direct you to the proper location for your information.

IMPORTANT! It is your responsibility to ensure your information stays current and supplied! Please be sure to stop in on a regular basis to check on/re-stock your materials.

2b. Sync YOUR Calendar to OUR Calendar!

You should have already received the complete list of annual events including "After Fives". Add them to your calendar today! This will ensure you don't miss these great networking opportunities. Email "Blasts" are sent on a regular basis for "After Fives" and events as a reminder, but it's best to have these regular dates already on your calendar – and ATTEND! Visit www.marcoislandchamber.org, click on calendar.

NOTE: If you are planning a large-scale community event, it is always best to check the "Chamber calendar" FIRST to ensure you are not competing with another community event that may affect your event's attendance. Donna Niemczyk manages the Chamber Calendar and can help you "find a date" if you're looking to plan something.

If you have an event that you feel should be added to the Chamber calendar, just let us know. Email donna@marcoislandchamber.org and she will add it. *Please be sure to include the requisite "who, what, when, where, why" and cost (if any) when asking for items to be added to the calendar.*

2c. Your Web Page Profile

You will receive an email from donna@marcoislandchamber.org with your username and password to access your business profile page on our website.

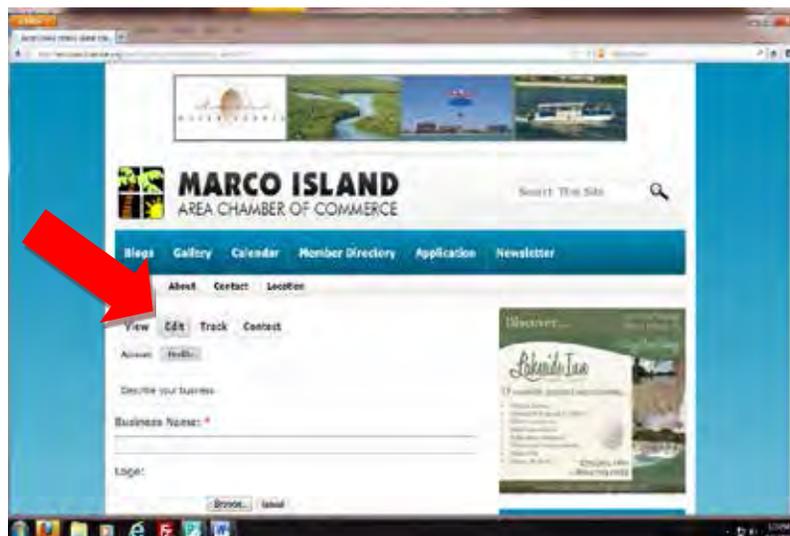
Here are the simple steps to follow to populate your business profile:

1. Go to www.marcoislandchamber.org
2. Half-way down the page, you will see "CHAMBER MEMBERS LOGIN HERE".
3. Type in your Username (email address) and Password then click on "Log in".
4. Click on "EDIT", and then click "PROFILE".
5. Here you can enter all of your business information, your logo, list your key personnel, contact information, website, upload photos, and even add a map.

YOU control this content. You may update/change your profile page information as often as you wish. Please populate at least your basic business information as soon as possible to begin reaping the benefits of being a member of the Marco Island Area Chamber of Commerce!

NOTE: All information you post must be ORIGINAL content created by you and must not infringe on any copyright laws.

If you would rather have us take care of this, we can do that. For just \$25.00, we complete the initial set up of your profile using your established web site and contact information. If you need assistance, please call Donna at 239-394-7549.



2d. "Blogging" on the Chamber Website

Once your profile is complete, your presence is established on our website! You have the opportunity to add "**BLOG**" content *whenever you wish*.

This is your place to share business events, specials or promotions. Log in to your account using your email and password. Click on "Blogs", then "Create new blog entry."

Create a short title for your blog, add the body of your blog content, add an image, and/or attach a file if you wish. You can preview your entry before posting. Don't forget to click on SAVE.

Your content is dynamically connected to your business profile information. Blog regularly about your business offerings, specials, events and news. Your item will show under the "Recent blog posts" section of the landing page. As other blog entries are made, yours is pushed down the list. Blog regularly to keep your business name and information top of mind to our website visitors!

NOTE: A BLOG entry on the website is a PRE-REQUISITE to an "email Blast". (See more about "blasts" in section 3a.)



2e. Social Media/Facebook

If you regularly use any social media, please be sure to include those links in your web page profile.

Facebook users, please visit the Marco Island Area Chamber of Commerce Facebook page and "LIKE US" immediately. We will also connect with your business page if you have one. Most all information sent to members through our email blast system is also automatically added to the Chamber's Facebook Page. If you do not have a Facebook business page, now is the perfect time to consider creating one. It's simple, safe and FREE!

2f. Grand Opening/Ribbon Cutting

If you would like, we can help to organize and promote a ceremonial ribbon cutting and grand opening reception for your business. You select the location and fare; we'll create an invitation, promote your grand opening, invite the press and bring the ceremonial Grand Opening Ribbon and scissors.

Even if you are an established business, but only recently joining the Chamber, we can help to celebrate and publicize your new membership with a reception or open house event.

Contact Katie at 239-394-7549 to plan your Ribbon Cutting or Reception.



Examples of Grand opening/ribbon cutting/reception invitations.

And some photos from a few....



McDonald's



Healthy Body



Petit Soleil

3. Advertising and Promotional Opportunities

The Marco Island Area Chamber of Commerce has numerous opportunities for you to advertise and promote your business. Now that we have been named the #1 Island in the US by TripAdvisor Travelers, interest in our little piece of paradise has certainly increased!

Through a combination of “traditional” (print) advertising, technology assisted message delivery, and our walk-in visitors at the Chamber’s Visitor’s Center, there are numerous ways for you to promote your business.

In 2014:

- The Marco Island Area Chamber of Commerce alone had a combined reach of over 130,000 people in 2014. That includes Information Center walk-ins, annual publications mailed and unique website visits.
- 2,800 email addresses are currently “subscribed” to receive our email blast information. These are not only Chamber members, but anyone interested in receiving information on Marco Island and area businesses. Anyone can subscribe by visiting www.marcoislandchamber.org, and clicking on subscribe, **OR** visit our Facebook page and click on “Join My List”.

3a. Email Blasts – Our Primary Communication Tool: Constant Contact®

ANYONE can subscribe to receive our emails. Visit www.marcoislandchamber.org and click on SUBSCRIBE, or from our Facebook page, click on “Join My List”.

As a benefit of membership, each business member is entitled to take advantage of our email “Blast”* offering. (See definition of “Blast” below).

Guidelines for “blasts” are SPECIFIC and ENFORCED:

1. Businesses are permitted a MAXIMUM of 12 per year (1 per month) for their specials, promotions, or events.
2. Information to be blasted must be **ALREADY POSTED AS A BLOG BY YOU** on the Chamber of Commerce Website. (See 2d. Blogging.)
3. Blast flyer must be sent in .png or .pdf format to: katie@marcoislandchamber.org and contain the “5 Ws”. (Who, what, when, where and why – and COST if any).
4. Please use LARGE FONTS and CLEAR PHOTOS to make your blast easily readable. (Remember, an increasingly large number of recipients will be viewing your ad on a MOBILE DEVICE!)
5. Email blasts are sent “ON BEHALF OF” and **must also contain the name, title, phone number and email of individual requesting the “blast” communication.**
6. All blasts are subject to review and approval by our Executive Director. You will be notified if your communication does not meet the professional guidelines of the Marco Island Area Chamber of Commerce.

Here are a few examples of email blasts.....



*A ‘Blast’ is a term for a flyer, promotion, or special event that you wish to have distributed to the entire Chamber of Commerce email distribution list through our Constant Contact software. As of January 2014, our database contained over 2,800 email addresses of Chamber members and Marco Island-interested parties who “subscribe” to our notices. We DO NOT share email addresses with anyone, at any time, for any reason.

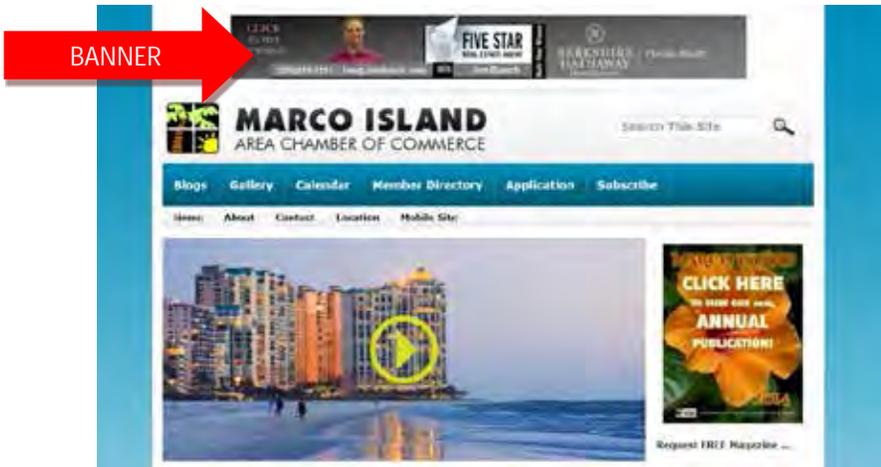
Note: if your message is PRIMARILY text, it is acceptable to send the information in a Microsoft Word document. I can then easily “cut & paste” your message into the Constant Contact tool. Call Katie for further information or email katie@marcoislandchamber.org.

3b. Web Page Banner advertising

You may have noticed on the Chamber of Commerce website, that there are several members advertising within the pages. These advertisements rotate through in prominent landing page space for maximum exposure, and are “hotlinked” to your business website.

For just \$1,000 per year (which equates to only \$90 per month), your business can be highlighted in one of these spots for thousands of people to see when they visit our website.

Marcoislandchamber.org receives approximately 25K page views per month, and is continually growing.



Ad Sizes: Banners are 728 x 90 pixels, and sidebar ads are 300 x 250. You receive ONE OF EACH SIZE, rotating with each page refresh or click. Please contact us to learn more about designing your ad. We can quickly get you in the rotation to receive maximum advertising exposure for minimum advertising expense!

3c. Visitor's Center Digital Display **NEW OFFERING!**

We are excited to offer a brand new addition to our Visitor's Center! **TWO** 32" HD LED LCD flat screen monitors will display original still image content advertisements for YOUR business!

Set to "loop", these display ads will showcase YOUR business and catch the attention of all of our walk-in visitors.



Boat House Ad



Chamber Logo displays before and after each ad.

A maximum of 12 advertisers per monitor, your ad will display for ten seconds, once every 2 minutes, and run on a continuous loop. We will create your initial ad image at no cost to you!

There are a LIMITED number of ad spots available. As interest grows, we will continue to add displays as necessary. In the future, displays may be 'categorized' by business type. (i.e., "Dining and Lodging", "Activities" and "Shopping and Island Services"). Get in NOW on this ground floor opportunity.

As of September, 2015 there are still spots available! Call Katie to discuss.
Just \$600/year to reach EVERY walk-in visitor.

3d. Visitors “Hotline” Display Advertising Board

Did you know that there is a Display Advertising board outside the front door of our Chamber Office/Visitor’s Center? This board contains **thirty-six**, 8” x 10” spaces for advertising, and provides a “direct dial” telephone link to your business 24/7.

How it works: At the close of business each evening, brochures or menus for displayed businesses are placed in the racks below the board. This allows visitors to get information about your business after hours, weekends or holidays, when the Visitor’s Center is closed.



The board is backlit, and has a motion-activated spotlight allowing visitors to stop after hours and get information about the featured businesses. Business phone numbers are programmed to a direct-dial landline phone that connects your customers directly to your business by dialing a simple 5-digit number (701, then the 2-digit code on your ad space) from the phone provided, or with the state of today’s technology and cell phones, you need only to display a scannable “QR code” and consumers can connect directly to you! We will generate your QR code and ad for you at no charge.

There are currently spaces available on the Visitor’s Display board.

For just \$600 per year, you can be featured on this popular advertising outlet!

Call Katie today to get your information on the Visitor’s Display Board 239-394-7549.

3e. Annual Publication - The Official Publication of the Marco Island Area Chamber of Commerce



Each year, the Marco Island Area Chamber of Commerce publishes a full color 136-page magazine containing what to do, and where to go on Marco Island. This magazine includes features on the islands history, wildlife, watersports, beaches, points of interest, restaurants, activities and more! Beginning in 2013, the publication is also available **ONLINE** at www.marcoislandchamber.org.

This is considered the "Official Publication" of Marco Island. As part of your membership, you will be listed **TWICE** in this publication; categorically, and alphabetically.

The member information listed in this index comes directly from the Chamber of Commerce Membership database. (Yet another reason to ensure your membership information is kept up to date and accurate.)

Additionally, Chamber of Commerce members have the opportunity to purchase advertising space in this publication. Ad space is limited to **members only** and ranges from a business card size ad, up to a full page – or two! Rates are extremely reasonable and, if necessary, we can help to build your ad for you.

About the Publication: 50,000 full color magazines are printed and available the second week of January and have a one year shelf life. The online e-magazine is available to anyone who visits our website. Individual pages can be printed.

- Provided to every visitor who stops in the Chamber Visitor's Center
- This is the only publication sent to people requesting information on Marco Island (via phone, e-mail or website)
- Hotels distribute this through their Concierges
- Realtors® use it as their sales guide for new clients
- Distributed at the Convention and Visitors Bureau locations in:
 - Naples, Everglades City and Immokalee
- Placed in area condos and Marriott's Crystal Shores Vacation Club
- Available in quantity to all Chamber members for display/distribution
- Advertising in this publication is **EXCLUSIVE** to Chamber members

Advertising sales for this publication begins in early summer, and lasts through October. The complete Advertising Agreement can be found on our website at www.marcoislandchamber.org. Click on Application, and scroll down to the Attachments. For more information on advertising, please call Katie at 239-394-7549.

3f. “New Neighbor” Program

The New Neighbor program provides a list of Marco Island properties purchased during the previous month. The Collier County Property Appraiser sends the Marco Chamber a list of all properties sold. The list is reviewed removing names that are not useful to you, (i.e., properties bought by banks or trust accounts) and emailed directly to you in an Excel Spreadsheet format.

This information can be used to solicit new customers through informational mailings. The list is comprised of the buyer’s name, current address and address of local property purchased. The data and report is compiled by Donna Niemczyk.

Cost for this valuable lead information is just \$150 per year.

To sign up, call Donna at 239-394-7549 or email donna@marcoislandchamber.org.

3g. Visitor Center Reports

The Convention Visitor’s Bureau (CVB) program consists of two parts.

- A list is comprised of the visitor count at the Chamber, and the state they are visiting from.
- A list of individuals (including mailing address) who contact the Chamber, via phone or our website, to request Marco Island information to be sent to them (we send our annual publication).

The Chamber has a dedicated “800” number and postage machine to be used solely for this purpose. The cost varies monthly which is based on the monthly postage purchased and the cost of the “800” number, divided by the number of businesses who subscribe to the offering.

The average cost for year 2014 was \$232 per month.

Contact donna@marcoislandchamber.org to sign up or for more information.

3h. Advertising Opportunity Matrix

ADVERTISING OFFERING	POTENTIAL AUDIENCE	MEMBER INVESTMENT
Email Blasts: 1 per month per business Additional "Blasts"	2,800 + email addresses 1,200 + Facebook fans	Included in membership \$25/each
Web Page Banner Ad: 2 Ads per business 728x90 pixels & 300x250 pixels	10,000+ site visits/month	\$1,000 per year *No set-up fee
Visitor's Center: Digital Display (Inside) "Hotline" (Outside) BOTH Inside & Outside (Same Advertisement)	1,200+ Walk In Visitors/month Unknown	\$600 per year \$600 per year \$1,000 per year *No set-up fee
Annual Publication: Business Card Size Quarter Page Third Page Half Page Full Page Premium Placement	50,000 Copies printed Available on Chamber website in digital format	Rates: \$475* \$880* \$930* \$1650* \$2600* Varies * Ad creation fee may apply 10% discount available for early payment

For further information on ANY of these advertising offerings, don't hesitate to call on us!

4. Sponsorship Opportunities

Throughout the year, the Marco Island Area Chamber of Commerce plans and executes numerous fundraising events.

Each of these events has sponsorship opportunities ranging from \$50 to \$10,000. These sponsorship opportunities keep your business name top of mind in the community and have a lasting positive impact.

These events include:

<u>These events include:</u>	<u>Month</u>	<u>Type of Event</u>
• Souper Bowl	February	Scholarship Fundraiser
• Wet Paint Live	February	Scholarship Fundraiser
• Chamber Business Expo	March/April	Business Promo
• Glory of the Grape	June	Fundraiser/Bus Promo
• Leadership Marco	Sessions Begin July	Community Service
• Marco Island Craft Beer Fest	November	Fundraiser/Business Promo
• Annual Christmas Gala	December	Dinner/Dance/Celebration
• Installation Dinner/LM Grad	January	Dinner/Dance/Celebration

As these events are planned and announced, you will be notified of sponsorship opportunities. Don't miss out on taking advantage of this great way to stay involved in your Chamber of Commerce and be recognized for your commitment to area businesses.



5. Calendar of Events

2015 'After Fives' & Events

Monthly After Five 5:30 - 7PM (3 rd Wednesday Monthly – except MARCH)	2015 Annual Chamber Events
Wed, January 21st Marco Island Fish Co.	
Wed, February 19th CHOP 239 - The Esplanade	Board Installation Dinner & LM Marco Graduation Hideaway Beach Club January 18, 2015
Wed, March 11 th Mutual of Omaha Bank with Avow Hospice 1770 San Marco Road, Marco Island	"SOUPER BOWL" Mackle Park Saturday, January 30, 2015
Wednesday, April 15th BMO Harris Bank	
Wednesday, May 20th CJs on The Bay The Esplanade, Marco Island	Wet Paint Live Rose History Auditorium Wednesday, February 11, 2015
Wednesday, June 17th The Classics at Lely Resort 7989 Grand Lely Drive, Naples	Annual Business Expo Marco Island Marriott Monday, April 6, 2015 4-6:30PM
Wednesday, July 15th Ciao Bella Ristorante Italiano	50th Anniversary of Modern Marco CELEBRATION
Wednesday, August 19th Old Marco Restaurant & Pub 1105 Bald Eagle Drive, Marco Island	Friday, May 1, 2015 at Marco Island Marriott
Wednesday, September 16th The Speak Easy 1106 N. Collier, Marco Island	Glory of The Grape CJs on the Bay Sunday, June 7, 2015
Wednesday, October 21st Erin's Isle Restaurant & Irish Pub 5375 Hibiscus Drive, Naples	Ad Deadline for 2016 Magazine NOVEMBER 2, 2015
Wednesday, November 18th Arturo's Restaurant 844 Bald Eagle Drive, Marco Island	Marco Craft Beer Festival Saturday, November 7, 2015 CJ's on the Bay
Wednesday, December 16th Marco Beach Hilton Resort \$10 Admission for all – goes to Christmas Island Style	Christmas Gala Sunday, December 6, 2015 Bistro Soliel

All dates/times/locations are subject to change. Watch for email 'blasts' for event reminders as dates get closer. Visit our calendar for a complete list of events: www.marcoislandchamber.org, click on calendar, then click "Agenda".

LAST UPDATED: 10.1.2015