

Member Services Packages

Maximize your membership by selecting a package that matches your business needs. (Member social events are free of charge, up to 2 people, for all member businesses and organizations)

	Basic	Basic Plus	Premium
Retail / Restaurant	Enhanced Directory Listing ¹ + - 1 kiosk location (Eldora OR Visitor Center)	Basic Package + - 2 kiosk locations, - Ski Apres listing, - 2 guest passes to member social events, - 10% discount on training for employees	Basic Plus Package + - banner ad on choice of 2 category listings or webpages for 3 months - 4 guest passes to member social events, - 15% discount on paid training for employees
Home-Based Businesses / Contractors	Enhanced Directory Listing ¹ + - brochure in relocation packets - 1 kiosk location	Basic Package + - brochure in relocation packets, - 2 guest passes to member social events, - 10% discount on training for employees. - Listed on special services directory	Basic Plus Package + - banner ad on choice of 2 category listings or webpages for 3 months, - 4 guest passes to member social events, - 15% discount on paid training for employees
Non-profit	Enhanced Directory Listing ¹ + - brochure in relocation packets - 1 kiosk location	Basic Package + - NANA event calendar - volunteer/board opportunities posting - 2 guest passes to member social events, - 10% discount on training for employees.	Basic Plus Package + - banner ad on choice of 2 category listings or webpages for 3 months, - 4 guest passes to member social events, - 15% discount on training for employees

Online Directory and Printed Map

The online business directory is searched hundreds of times every month and the Visitor Center hands out an average of 1,000 Nederland maps monthly during the summer months.

A little exposure goes a long way!

Basic Directory Listing

Name, address, phone number, 8 keywords and business page with 1500 character description. Includes listing in applicable specialized directory².

Basic +

Basic Directory Listing AND website link in directory and on business page, can use hot deals

¹Enhanced Directory Listing

(includes Business Name on printed map)

Includes all items from Basic + with 200 character description and logo in directory search results. 2000 character description, 5 top-of-page bullets, logo and images on business page 20 keywords, performance statistics.

Business Category Searches 2011*

Animal Services	125	Government	37
Art Galleries	285	Grocery	190
Artists	95	Health Services	199
Automobile Services	127	Internet Providers	50
Beverages	82	Landscaping	57
Business Services	60	Legal Services	62
Business Supplies	19	Lodging	4932
Community Services	116	Movies	58
Computer Services	37	Music Venues	78
Consulting & Planning	47	Non-Profit	103
Counseling	32	Photography	68
Design/Builders	77	Plumbing/Electric	32
Education	55	Real Estate	262
Entertainment	72	Recreation	241
Event Venues	79	Religious	61
Financial/Insurance Services	68	Rental Properties	140
Fishing	95	Restaurant/Food	273
Food	119	Retail	502
		Services	96

*Online Category Searches from the online Business Directory from 1/1/2011 through 12/15/2011. These numbers represent searches by category. There were over 15,000 searches of the Online Directory in 2011. For your individual business or event search stats please contact info@nederlandchamber.org.

www.nederlandchamber.org averages 3,500 visits/month (excluding FDGD) with 75% new and 25% returning visitors.

Service Selection

to sign up online go to www.nederlandchamber.org/NEW

You can choose from any one of the packages, Retail/Restaurant, Home-based Business/Contractor or Non-Profit. You can also choose a directory only option that allows you to be list in the business directory without any of the package specials.

You can also choose any of the a la carte items without purchasing a package or directory option.

	Cost/Year	Select
Retail/Restaurant		
Basic	\$60.00	___
Basic +	\$100.00	___
Premium	\$175.00	___
Home-based Businesses / Contractor		
Basic	\$60.00	___
Basic +	\$100.00	___
Premium	\$175.00	___
Non-profit		
Basic	\$25.00	___
Basic +	\$50.00	___
Premium	\$75.00	___

Directory Only

Basic	\$25.00	___
Basic +	\$35.00	___
Premier	\$50.00	___

a la carte

Apres Ski	\$25/year	___
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Advertising on Website (does not include home page)

	Shared	Exclusive
\$30 / 3 months	___	\$45 / 3 months ___
\$50 / 6 months	___	\$75 / 3 months ___
\$75 / 12 months	___	\$112.50 / 3 months ___

Specialized Directories²

Basic listing in one of the following special directories: (\$25/year)

- ___ Made In Ned (developed and/or produced in Ned Area)
- ___ Music/Musicians (based in Ned/Ned area)
- ___ Arts/Crafts (design and/or crafted in Ned Area)
- ___ Services (based in Ned Area)

Sponsorship Opportunities (pricing TBD, you will be contacted)

Would you like your business logo on any of the following?

- ___ Newsletter
- ___ town map/brochure
- ___ networking event
- ___ training event

TOTAL: \$ _____

Business Information

Business Name: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone Number: _____

Email Address: _____

Webiste URL: _____

Organizational Objective:

Support our community, individuals and businesses, with online tools and directories, networking and educational events, training and business development assistance.

NACC will provide

Community - brown bag lunches, small discussion groups, informal networking, online business directory

Training - small business development, software and technology, tax and human resources seminars and business assistance

Customers - online directories for service providers, artists and musicians, formal networking and social events, knowledge sharing

The revised benefits and services were developed to create more options for individuals and businesses because one size does not fit all.

Programs and options NACC can provide include:

- Promotion of businesses by NACC with direct mail, online media and advertising
- Online Directories
- Online Events Calendar
- Online Coupons (hot deals)
- Online Advertising on high traffic website
- Brochure/Info Kiosks at the Visitor Center and at Eldora ticket counter
- Relocation & Visitor Info Packets
- Year-round staffed visitor center to guide Visitors and answer questions.
- Discounts on Training and Events

To be a part of this new direction:

Fill out the form in this brochure and mail it along with your payment to NACC, PO Box 85, Nederland, CO 80466. Or fill out the form and pay online at nederlandchamber.org/new.

For questions, please call 303-258-3936 or email info@nederlandchamber.org

To sign up for a monthly Nederland Area Business Newsletter go to nederlandchamber.org/new.

Nederland Area Chamber of Commerce

The Nederland Area Chamber of Commerce has been around for over 20 years. Recently it became evident the organization was not working in its current formation.

HISTORY

In April 2011 Chamber Members came to the conclusion that the events the organization had become responsible for were a resource burden. The members voted that they would rather have an organization that focused more on providing programs and services to train, support and grow the area businesses and economy.

So they looked to the recently completed **Envision 2020 Project**, which stated:

"In 2020 Nederland supports its local businesses and works to attract new businesses that enhance local services while supporting local values, qualities and the 2020 Vision"

NEW MISSION

Using feedback from the business sessions of the Envision 2020 project and their own mini-envisioning session the chamber crafted a new mission statement.

"The mission of the Nederland Area Chamber of Commerce is to facilitate economic vitality in the Nederland area by:

- o *Promoting a self-sufficient economy characterized by diverse and essential products, services and jobs that support the local community and are mindful of potential impacts on the environment.*
- o *Collaborating with businesses, community members, nonprofits and local government to support community-based needs and problem-solving.*
- o *Advancing educational training, technological proficiency and personal growth opportunities for adults and youth."*

NEW Opportunities for Nederland Area Businesses

The Nederland Area Chamber of Commerce, in an effort to become a more **inclusive, community-minded, and business-focused** organization, has rewritten its mission and restructured the benefits and services it offers.

NACC services and benefits are available to **all businesses and individuals** in the Nederland area and it is our hope that more business-oriented services will be available in the near future.

More information and an online sign-up form is available at
www.nederlandchamber.org/NEW

