



LAKELAND

STAYAWBER



LAKELAND
CHAMBER
of COMMERCE





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From convention & tourism support to small business resources, your Chamber of Commerce staff team is here to serve you. Centrally headquartered in Downtown Lakeland’s historic Park Trammell Building, the Chamber is an accessible resource for visitors and businesses alike.

Park Trammell Building
35 Lake Morton Dr
Lakeland, FL 33801

Business Mail
PO Box 3607
Lakeland, FL 33802
(863) 688-8551

Monday-Friday:
8:30 a.m. - 5:00 p.m.

LakelandChamber.com

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The Lakeland Chamber of Commerce is a Five-Star accredited Chamber by the United States Chamber of Commerce. This Accreditation defines organizational excellence in chamber planning and recognizes chambers for outstanding contributions toward positive change in their communities.

MISSION

The Lakeland Chamber of Commerce is the leading organization dedicated to creating a climate where business can prosper.

VISION

The Lakeland Chamber of Commerce will be the premier catalyst for the advancement of Lakeland’s economic growth and enhancement of quality of life
-
creating Florida’s community of choice.

CLEAR BENEFITS, DISTINCT ADVANTAGE

INVESTMENT ADVANTAGE PLANS

Business Builder

Designed for small businesses seeking to enhance visibility and build business relationships that contribute to the Lakeland community

Partner

Offers access to information and increased visibility for small companies with an established presence and a desire to grow

Advocate

Offers unique opportunity to increase visibility in the access for small to medium business community & in the chamber through sponsorships.

Key Stakeholder

Designed for leading companies to increase influence on the prosperity of the Lakeland community

Visionary

Designed for those companies leading change and fostering innovation in the Lakeland community

Ambassador

Designed for those companies with a commitment to economic prosperity, employee engagement and leadership

Council of Advisors

Designed for those leading investors who want to ensure the future of Lakeland's economic success

Board of Governors

Designed for those companies that are indispensable to the success and vitality of the Chamber, the region, and the state

SPEAK & BE HEARD

- Receive weekly email communications with timely information to help grow your business
- Representation with local and state elected officials
- Access to business development & legislative forums & events
- Input through grassroots

SEE & BE SEEN

- participation
- Opportunities to participate on Chamber committees
- Company included in Preferred Business Directory including company website
- List contact name for printed membership directory and mailing list
- Receive investment window decal
- Authorization to use the Chamber investment logo in your advertising
- Ribbon Cutting/Grand Opening services
- "Investors Only" RFP Builder
- Complimentary business announcements in Chamber media
- Tracked Referrals
- Opportunity to offer discount

ENGAGE & BE CONNECTED

- coupons to consumers via LakelandChamber.com
- Marketing opportunities through our publications
- Sponsorship opportunities through our events
- Opportunity to purchase mailing list & contact data
- Admission to Business After Hours

ACCESS TO SAVINGS

- Access to the "Investors Only" section of our website
- Invitations to workshops, programs & events.
- Opportunity to participate in a Leads Group designed to help grow your business
- Opportunity for you and your employees to participate in EMERGE Lakeland Young Professionals Network

INVESTMENT ADVANTAGE

Advantage: something (such as a good position or condition) that helps to make someone or something better or more likely to succeed than others

Overview of Benefits

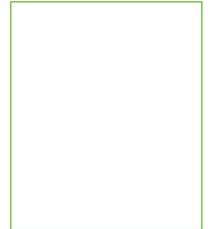
Representation with Elected Officials

As a whole, the Chambers staff is dedicated to promoting business in all aspects of Lakeland, but one dedicated staff person audits all City Commission agenda studies and meetings to alert the Advocacy committee of upcoming topics that may impact business. And, working in concert with the Florida Chamber, our staff monitors legislation at a state level.



Business Directory

As the local expert on business, the Chamber fields hundreds of calls and thousands of website visitors each month looking for local information, goods and services. Our staff and volunteers refer Chamber investors exclusively through the Lakeland Convention & Visitors Bureau.



Grassroots Participation

Through the Chambers Advocacy committee, investor businesses have the opportunity to impact the annual Legislative Priority Statement and define the agenda that the Chamber will promote to local and state elected officials. Completing the Chambers Issue Priority Matrix ensures that issues that are important to your business are on the Chambers legislative radar.



Supporting Community

As a Chamber member, consumers are 80% more likely to use your services or shop your goods. By identifying your business as a supporter of the Chamber, you increase your reputation by 68%. The Chamber provides window decals for the front of your building and authorizes the use of the Chamber logo in advertising and promotional materials.



Mid-Week Memo

The Chambers weekly e-newsletter features updates on Chamber happenings, upcoming events and ribbon cuttings, and news from members. Businesses at the Partner level and above may email press releases and announcements to rlawrence@LakelandChamber.com for publication.



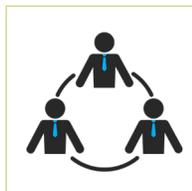
Sponsorship

Identify your company as a champion of small business by sponsoring Chamber workshops and events. As the business-to-business expert in Lakeland, the Chamber hosts 35 or more events each year. Many Advantage Plans include sponsorship credits, making your advertising opportunities reach even farther.



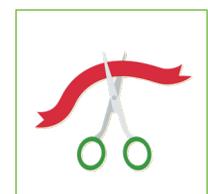
Committees

Joining a Chamber committee is a great way to strengthen the connections you make with fellow investors while ensuring the work of the Chamber continues.



Ribbon Cuttings

Celebrate your new investment, new location or major renovation with the Chamber! As an exclusive benefit of investment, ribbon cutting and ground breaking events are managed through our office in concert with the City Commission.



While you're WORKING...

The Chamber's professional staff are dedicated to ensuring that the Lakeland community is business-friendly and that our economic ecosystem offers opportunities for success for businesses of all sizes. From our roots in helping to bring electric lights to sidewalks downtown to our most recent efforts to eliminate the proposed fire fee, the Chamber has been working as the voice of business since before our official charter in 1921. Nowadays, the Chamber is leading the way for businesses to stay informed about the policy decisions that stand to impact job creation and economic growth in Lakeland and the State of Florida.

Businesses are able to invest in the Chamber at a level that meets their needs. The Chamber will be with them every step of the way.

In addition to the behind-the-scenes efforts of the staff and volunteer leadership, the Chamber is a leading resource for information about the Lakeland community. Acting as the Lakeland Convention and Visitors Bureau, the Chamber refers only member businesses to visitors and residents seeking information about living, visiting, and working in Lakeland.

As the only business-to-business advertising platform in Lakeland, the Chamber's publications get businesses noticed. From free recognition for accomplishments to affordable ad campaigns in print and online, the Chamber's targeted marketing options are fully customizable for the needs of businesses of all sizes.



Post Coupons and Savings

The Chamber's website is home to special coupons and savings. Members may post coupons for the general public or fellow members in addition to special savings available to members from our partners at Office Depot, Constant Contact and more.



Build Relationships with Leads Group

Leads Groups exist to offer business networking opportunities to non-competing business owners and key managers. These small groups of Chamber leaders meet weekly to exchange sales leads and learn more about fellow member businesses. Participation in a Leads Group is voluntary, and each group has developed its own set of guidelines for participation and membership. Members are encouraged to visit each group to find their best fit!



Network at Events

Events aren't the only way to make connections with fellow businesses, but they are possibly the most fun way! Each month, you'll find at least 10 opportunities to mix and mingle with fellow members at Ribbon Cuttings, Business After Hours, Business & Breakfast and special events and programs.



Exclusive Online Resources

The Chambers website offers resources for small businesses including the ability to track the performance of your listing, update search terms, and for Partner Level investors and above, include social media links and availability of hotel rooms.





BE HEARD

Consumers believe that the local chamber of commerce helps create jobs and promotes local economic development.

The future direction of our community is influenced nearly every day by decisions made by local and state elected officials. The Chamber knows that a strong and innovative business environment contributes to and depends on the community's livability. That's why the Lakeland Chamber takes seriously our role as advocate on behalf of the business community.



In our work to advocate for the health and growth of the Lakeland business environment, we rely on connections. Just like our 1,400 members build their businesses through connections with fellow members, our professional staff and influential Advocacy Committee members leverage connections with local and state policy makers on your behalf. This collective, constructive business perspective is essential to creating Florida's community of choice.

Working closely with our region's elected officials and Florida Chamber of Commerce, we strive to promote important policies and legislation that will advance the opportunities, competitiveness, and economic growth of Lakeland's business community.



Through the Advocacy Committee – a representative group of businesses and industries around Lakeland – members meet monthly to discuss and actively monitor all levels of government.

The Chamber's annual Legislative Priority Statement is a thoughtful and informative document designed with input from Chamber members. Using the Issue Priority Matrix, members are encouraged to submit issues to the Advocacy Committee for consideration for inclusion in the annual Statement.

The professional staff of the Division continue to monitor issues of importance throughout the year including City Ordinances, County Referendums, election cycles and more.

With more than 1,400 business members, the Chamber is a powerful resource for business connections in Lakeland and Polk County. Your investment provides opportunities for you and your business to speak and be heard, engage and be connected, and see and be seen. Learn more about the opportunities that your investment provides for being seen in our community.

As Lakeland and Polk County's premier business organization, the Chamber is an important resource for business and community decision makers.

Investment Advantage: Digital Exposure

Chamber members receive one categorical and one alphabetical listing in LakelandChamber.com, including a direct website link and social media connections.

Post coupons, offers or specials to extend to fellow members and to the general public. Everyone who visits the site has an opportunity to see deals and learn more about how becoming a part of our investment network can benefit their business. These deals are visible both from the member's listing and from the Visit Lakeland section of the website.

Add "key words" or search terms that are commonly associated with your business. These search terms boost your search results at LakelandChamber.com and bolster your search engine optimization efforts for your company's website

Download the Chamber Investor decal or "Buy Lakeland" logo so that visitors know you are a proud Chamber investor. An independent study found that consumers are 80% more likely to do business with Chamber investors!

Partner Plan

Add one event each month to share with the community.

Businesses can include links to social media sites in their listings in the Business Directory.

Hotels may publish room availability on the Chamber's "Where to Stay" webpage.



Investment Advantage: Investor News Publication

Ribbon Cutting photos, new investor information, anniversaries, event photos and more are published each month in the Forum for Business.

Member accomplishments are published in the monthly magazine.

Press releases are included on the blog and the Mid-Week Memo.

Investment Advantage: Ribbon Cutting/Ground Breaking Assistance



BE SEEN

When consumers
perceive that
a business is
a chamber
investor, there is
a 73% increase
in consumer
awareness and
65% of consumers
prefer to buy from a
Chamber member.

Think! SPONSORSHIP

Event sponsorships marry traditional advertising and public relations benefits in a unique package exclusive to Chamber investors. Sponsorships include recognition through print, digital, and often radio advertising in addition to event attendees. And, sponsors receive tickets or attendance benefits, aligning with your company's public relations strategy.



GET NOTICED

Your advertising dollars are well-spent on the Chamber's respected and innovative publications and resources. We proudly publish Lakeland's only specifically business to business magazine, and also offer resources as the Lakeland Convention and Visitors Bureau. With a customized plan for your business, you can get your marketing message in the hands of some of Lakeland's most sought-after audiences.

CONSUMER SURVEY FINDS CHAMBER INVESTMENT INCREASINGLY FAVORABLE

A national survey of 2,000 adults reveals that a business that is an investor of a local chamber of commerce is enjoying increasing favorability. In the second such survey in five years, The Schapiro Group, an Atlanta-based market research firm, found positive attitudes among adults in 2012 have actually increased over the very favorable findings of the first study in 2007. For example:

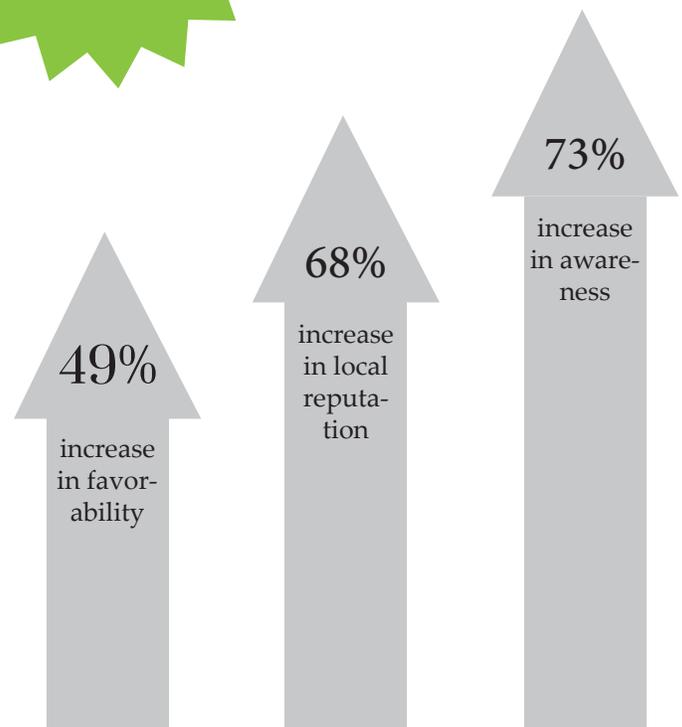
- When consumers know that a business is an investor of the local chamber, there is now a 49% increase in favorability toward that business (up from 44% in the 2007 study).
- When consumers perceive that a business is a chamber investor, there is a 73% increase in consumer awareness and a 68% increase in local reputation (51% and 57% respectively in 2007).
- Consumers are 80% more likely to patronize a business in the future that they believe is a investor of the local chamber of commerce (63% in 2007).

The study also has more good news for chamber investors that sell to other businesses.

- When business decision makers believe a business is a chamber member, favorability increases by 42%, perceived awareness and reputation grows to 78% and 65% respectively, plus the likelihood of future patronage increases by 74%.

80%
MORE LIKELY

TO BUY FROM
CHAMBER INVESTORS



The Chamber is an organization that impacts the success of the business community as a whole, but only through the efforts of individual businesses. With your Chamber investment, you are supporting the efforts of the following committees and programs. These member-driven groups and initiatives bring even greater awareness and success to your business.



BusinessVoice of Greater Lakeland is a political action group that was created in 2000 as an organization to support pro-business candidates and to promote issues which impact the business community.



This well-connected Chamber group welcomes new members and connects with existing members each month. Committing at least six hours each month to phone calls, visits and Chamber events, Chamber Champions are a perfect resource for any member looking to get more engaged or connected with the Lakeland Chamber. Champions are awarded points for participation and recognized at monthly luncheons for their dedication.



With a membership of more than 200 young professionals, EMERGE Lakeland engages members in civic affairs, providing opportunities for philanthropic activity, professional development, and social networking. The organization is a partnership of the Lakeland Area Chamber of Commerce and the United Way of Central Florida, with roots back to 2003.



The Lakeland Area Chamber Foundation was formed in 1973 as a 501(c)(3) not-for-profit organization and serves to support worthwhile community & education betterment initiatives. Through the generosity of Chamber businesses & individuals, it continues to offer grant support for initiatives, the Foundation within this criteria.



As part of the Chamber's partnership with the City of Lakeland, the Lakeland Convention & Visitors Bureau works closely with tourism entities throughout the state and county to maximize Lakeland's tourism marketing and bring tourism dollars to Lakeland businesses.



Leadership Lakeland is administered by a steering committee and the board of directors of the Lakeland Area Chamber of Commerce. The Leadership Lakeland program enhances the development of long-term leadership during a year-long intensive study of the Lakeland community.



The Lakeland Hotel & Motel Association is a not-for-profit industry & trade-related group organized by the Lakeland Chamber of Commerce. Membership includes tourism industry professionals dedicated to advocacy, industry best-practices, marketing, education and communication within the tourism and accommodations industry of Lakeland and Polk County.



The mission of the Lakeland Chamber of Commerce Small Business Awards Committee is to honor small businesses that make a difference and have a significant and continuing positive effect on our community.



BE CONNECTED

Positive perception

increases among

consumers and

business owners

when a business is

known as a member

of the local chamber

of commerce, and

that perception is

growing.

F.A.Q.

FREQUENTLY ASKED QUESTIONS



IS THERE A MINIMUM LEVEL AT WHICH MY BUSINESS MUST JOIN?

Yes. Please refer to the plan schedule for the number of employees allowed at the Business Builder and Partner Investor levels of investment. A staff member will be delighted to review the various investment plans to determine the best option for you.

HOW LONG IS MY INVESTMENT? HOW LONG DO MY BENEFITS LAST?

Your Chamber investment is good for one year starting on the date on which you join or renew your investment. All investor benefits included in your chosen investment tier must be used within that 12-month period and are not transferable.

Your annual billing is based on an anniversary date cycle. Once you join the Chamber your date of investment will become your anniversary billing date. If you upgrade to a higher tier during the year, then your upgrade date becomes your new anniversary billing date.

WILL MY RENEWAL DATE CHANGE IF I UPGRADE?

Yes. Your renewal date will change to the date you upgraded your investment. For example, if you joined in January as a Key Stakeholder Investor and you decide to upgrade June as a Visionary Investor, you will be billed at the Visionary rate in June of each subsequent year. Please note that your advantage plan investment is paid upfront and is non-refundable and non-transferable.

INCLUDES SPONSORSHIP OR ADVERTISING CREDIT TO BE USED TOWARD A MENU OF OPPORTUNITIES?

Yes, depending on your membership plan. Sponsorship and advertising allocations are non-refundable and non-transferable. Please contact a Chamber staff member to determine availability and exclusivity.

WHAT IS THE BEST TIME OF THE YEAR FOR ME TO UPGRADE MY INVESTMENT? CAN I USE PART OF MY CURRENT INVESTMENT TO PAY FOR MY UPGRADE?

Anytime during the year is a good time to upgrade. You will pay the difference between your new plan and the unused portion of your current plan. For example, if your investment based on the size of your company is \$456 with a renewal date of October 1 and on January 1 you decide to upgrade to the Key Stakeholder (\$3,000), you will pay \$3,000 minus the part of the \$456 you did not use. You used your investment from October 1 to December 31 (3 months): \$456 divided by 12 months equals \$38, multiplied by the number of months used (3 months) equals \$114. The \$114 represents the used portion of your investment. \$456 minus \$114 equals \$342, which represents the unused portion of your investment. So, you would pay on your new Key Stakeholder plan (\$3,000) minus the unused portion of your new tier amount (\$342) for a total upgrade of \$2,658.

If you are a new investor, there is a grace period of 60 days during which you can upgrade and pay only the difference of your chosen new level and your current level. For example, if you join at a Partner Investor (\$750) and you want to upgrade to a Key Stakeholder Investor (\$3,000), you will pay \$3,000 minus \$750 or \$2,250 to become a Key Stakeholder. After the grace period, you will pay the full amount of your new plan.

MY INVESTMENT ...

HOW DO I UTILIZE THE BENEFITS OF MY CHOSEN TIER?

We want you to take full advantage of all benefits! Once you renew or join the Chamber at a chosen level, you will receive a confirmation letter along with a listing of your accrued benefits. You will also be contacted by a member of the staff of the Chamber who will assist you in understanding the benefits you will receive as an investor in your chosen plan. You will also receive quarterly alerts concerning upcoming programs, projects, and events in which you are entitled to participate. Call the Chamber at (863) 688-8551 to schedule a one-on-one consultation.

INVESTMENT ADVANTAGE PLANS

The Lakeland Chamber of Commerce is excited to introduce new “tiered” investment plans to better meet investors needs! The table below offers a brief overview of the benefits available with each plan.

	Board of Governors \$20,000	Council of Advisors \$12,000	Ambassador \$8,500	Visionary \$6,000	Key Stakeholder \$3,000	Advocate \$1,750	Partner \$750	Business Builder \$350
Company listing in online and print directories								
Investment window cling and web badge								
Receive email newsletter								
Ribbon Cutting Services								
Enhanced Web Listing								50% discount
Passes to Business After Hours	12	12	10	8	6	4	2	1
Investor Recognition								
Money-saving affinity programs								
Access to Chamber meeting rooms	unlimited	unlimited	unlimited	three free	two free	two free	25% discount	
Social Media links included in online directory								
Guest blog post at Blog.LakelandChamber.com	5	4	4	3	2	2	1	
Multiple Business Categories	8	7	6	5	4	3	2	
Special signage at Chamber events								
Tickets to Annual Meeting	20	10	4	2	1	1		
CarBQ Lunches	35	25	20	15	10	5		
Event Sponsorship Credit	\$7,000	\$3,000	\$1,500	\$750	\$400	\$300		
Advertising Credit print or 2.0	\$1,000	\$1,000	\$500	\$250	\$200			
Additional Business Locations	5	4	3	2	1			
Advertising on Lobby TV	full screen	1/2 screen	1/3 screen	1/6 screen				
Complimentary admission to EFB & Leg	10	6	4	2				
Priority seating at events								
Players in annual Chamber Scramble	6	3	2					
Tiger BBQ Tickets	6	4	2					
30 second promo video by Chamber airs on social media, chamber website, youtube.com								
Organization profile in Guide to Lakeland								
Invitation to Capitol Connection (Tallahassee)	1 seat	1 seat						
Invitation to Board of Directors Planning Retreat								
Head table placement at event TBD								
Exclusive CEO meetings								

Visit LakelandChamber.com for a detailed look at the Chamber’s Advantage Plan options. Each plan offers your business added visibility, networking options, advocacy involvement, leadership development and more.

For more information about the Chamber, call Terry Ottinger at (863) 688-8551 or tottinger@LakelandChamber.com

TOP 5 REASONS TO INVEST IN THE CHAMBER



LAKELAND
CHAMBER
of COMMERCE



Impact

Collective voices have a marked effect on public policy. Join the Chamber's proactive policy efforts to ensure that Lakeland continues to be business-friendly.



Visibility

The Chamber believes and proudly communicates that its investors provide superior customer service and products.



Referrals

The Chamber and the Convention and Visitors Bureau refer Chamber members exclusively on our website and in our Visitors' Center.



Credibility

An Investment in your local chamber extends credibility and indicates to consumers and fellow business owners that you believe in community.



Affordable Marketing

With targeted marketing opportunities, the Chamber offers affordable opportunities to advertise and increase your company's exposure to consumers and decision makers.