

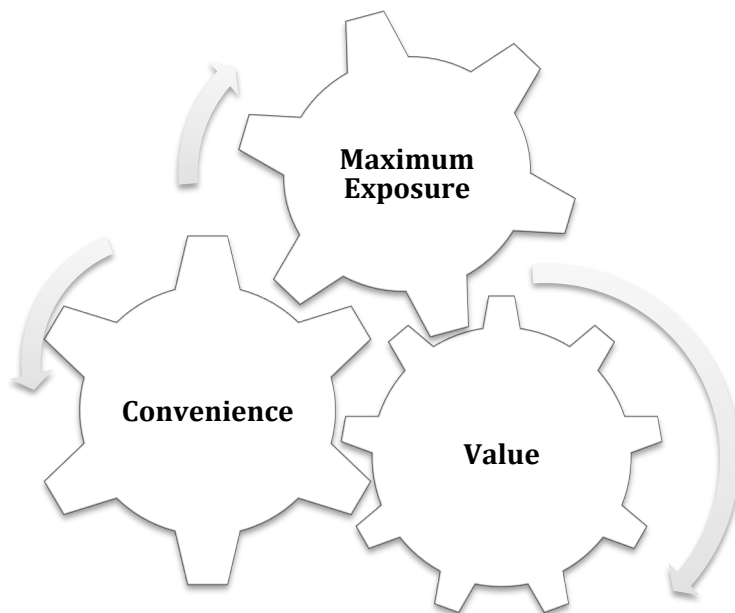


# Pomona Chamber of Commerce

## Membership Program

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Serving Businesses Since 1888



## Pomona Chamber of Commerce

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Dear Valued Pomona Business,

Thank you for your interest in the Pomona Chamber of Commerce. Since 1888 the Pomona Chamber has served businesses in our community and been a lead economic development organization comprised of business enterprises, civic organizations, educational institutions and individuals. We are your #1 business advocate and our priority is to help you thrive.

We work every day to boost Pomona's economic vitality for the betterment of the community. Being an active participant in the Chamber ensures that your customers know you are a proud supporter of our community.

By joining the Pomona Chamber, your membership investment supports this important work. We provide you with resources, programs and activities to help you establish or grow your business. We strive to keep you informed on issues that may affect your business and the quality of life in Pomona. On your behalf, the Chamber staff proactively works with business and community leaders to make sure Pomona has a business-friendly climate so your company can prosper and take advantage of opportunities in the marketplace.

**As Your Chamber of Commerce, we work to...**

- Promote the community and strengthen our local economy
- Provide networking and marketing opportunities
- Fight for pro-business legislation
- Create better connections, both in-person and through social media services
- Provide important, programming and training for businesses and entrepreneurs
- Provide exclusive benefits

Now, more than ever, you and your business need to be an active member of The Pomona Chamber!

If you have further questions please do not hesitate to contact us. If we have not had the opportunity to meet in person yet, let's make a date! Please contact my office at (909) 622-8484 or e-mail me at [frausto.eric@pomonachamber.org](mailto:frausto.eric@pomonachamber.org).

We genuinely value you, and look forward to continuing our relationship on future endeavors.

Best Regards,

Erica Frausto  
Executive Director

### **Benefits of Membership Include:**

#### **Involvement & Advocacy**

Representing businesses and employees in the greater Pomona area, the Chamber serves as your voice. We engage in dialogue with local government representatives and actively engage with elected leaders for the purpose of supporting and promoting business.

#### **Grand Openings/Ribbon Cuttings**

Let the Chamber help you celebrate your grand opening and special milestones at no extra cost. We invite business leaders and officials to you special event!

#### **Chamber E-Communication**

Advertising of your organization's events and promotions in our bi-monthly e-newsletter, social media channels and website at no extra cost!

#### **Online Membership Directory Listing**

Listing and a link to your website in our online directory at [www.pomonachamber.org](http://www.pomonachamber.org).

#### **Monthly Networking Referral Luncheons**

Promote your business to key stakeholders and other business owners by attending our monthly luncheons.

#### **Networking & Events**

More than 30 networking opportunities will be available each year, from our monthly luncheons, to workshops and events. The Chamber provides an opportunity for you to participate in several committees, including: Legislative Affairs, Education/Employment & Training Task Force, Membership, Ambassadors, Public Relations, Resource Development, Networking & Events.

#### **Economic Development**

The Pomona Chamber builds a bridge between education and local employers. We are continually working together with our partners to strengthen the workforce and quality of life through promoting awareness of the ongoing efforts of educational organizations in our community

#### **Business Resource**

Need information on starting or expanding a business? Financial assistance? The Chamber can help you with your needs by helping you with information and resources on a variety of business related topics/issues.

#### ***Additional Chamber services (additional fees may be required)***

- Certificate of Origin

***Contact the Chamber today for more information!***

Pomona Chamber of Commerce

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## CHAMBER MEMBERSHIP APPLICATION

To become a member of the Pomona Chamber of Commerce please fill out the information below and return with your dues. The information provided will be used for publications, referrals and will be available on our website.

Business Name: \_\_\_\_\_ Date: \_\_\_\_\_

Contact person: \_\_\_\_\_ Title: \_\_\_\_\_

Additional Contact person: \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook: \_\_\_\_\_ Other: \_\_\_\_\_

Number of Employees: \_\_\_\_\_

Business Type/description: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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Method of Payment:     Cash     Check     Credit  
Type:

### Annual Membership Dues:

Non-profit	\$130	101 to 200 Employees	\$750
Up to 5 Employees	\$230	201 to 350 Employees	\$900
6 to 10 Employees	\$275	351 to 500 Employees	\$1,100
11 to 25 Employees	\$330	over 500 Employees	\$1,200, plus \$1.25
26 to 50 Employees	\$440	per employee up to \$2,800	
51 to 100 Employees	\$550		

**\*There is a one-time set-up fee of \$25**

## **The Real Value of Chamber Membership**



A national study commissioned by the American Chamber of Commerce Executives with support from Small Business Network Inc., Market Street (A part of The Shapiro Group Inc.) revealed that positive perception increases among consumers and business owners when a business is identified as a member of their local chamber of commerce. The study was able to determine the real value to companies - in terms of consumer outcomes - of joining and being active in their local chamber of commerce.

### **The survey results found that:**

#### **Do consumers really support businesses because they are chamber members?**

- Most consumers (59%) think that being active in the local chamber of commerce is an effective business strategy overall. It is 29% more effective, however, for communicating to consumers that a company uses good business practices and 26% more effective for communicating that a business is reputable.
- If a company shows that it is highly involved in its local chamber (e.g., sits on the board), consumers are 12% more likely to think that its products stack up better than its competition.
- When a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its local chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community, and is an industry leader.
- When consumers know that a restaurant franchise is a member of the chamber of commerce, they are 40% more likely to eat at the franchise in the next few months.
- When consumers know that an insurance company is a member of the chamber of commerce, they are 43% more likely to consider buying insurance from it.
- When consumers know that a small business is a member of the chamber of commerce, they are 44% more likely to think favorably of it and 63% more likely to purchase goods or services from the company in the future.

#### **Impact on Small Businesses: What a Local Chamber of Commerce Membership Shows Consumers:**

- 59% of consumers say that you're showing people about your company
- 63% of consumers say that you're showing you are involved in the community
- 64% of consumers say that you're showing that you care about consumers
- 69% of consumers say that you're showing that you have a good reputation
- 70% of consumers say that you're showing that you use good business practices