

Palm Desert Area Chamber of Commerce



Membership Value Sheet

What is Your Membership Worth?

*If You Don't Participate in any Programs or Events
It will have you seeing **GREEN***

**As a Palm Desert Chamber Member you automatically receive all the following benefits;
No effort is required:**

- Business listing in the Chamber's Business Directory, 5,000 copies annually \$350
- 30 day web site listing on the Chamber's Front page \$200
- Web site listing, with your link, visited by over 50,000 unique visitors annually \$175
- Monthly Palm Desert Chamber B2B publication \$60
- Palm Desert Chamber Business Directory \$25
- Annual listing in the B2B for renewing your membership \$50
- Tax deduction for your Chamber membership investment * consult your tax professional \$300
- Office Depot Savings Program (Small Business average savings) \$200+
- MyChamberApp listing, map, link and info \$100
- Exclusive customer referral service Priceless
- Collective business voice through the Chamber's legislative advocacy program Priceless
- Opportunities to promote through your provided testimonials, press releases Priceless

Your total dollar value for doing nothing is \$1,435.00

**Add networking at monthly events and special functions and your
value has just increased three fold with the Valley's largest Chamber of Commerce.**

*For simply being a Chamber member, your **Return On Investment** will astonish you. Remember, this is only the benefits of membership if you do not participate in any programs, events or cost savings. This is what your business can receive for doing absolutely nothing but being a member. Imagine being **ACTIVE!***

A Recent STUDY was done by The Shapiro Group with these eye opening statistics on Chamber Membership:

When consumers know that a small business is a member of the chamber of commerce, they are **44%** more likely to think of it favorably and **63%** more likely to purchase goods and services from the company in the future.

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 a consumer thinks that a company's products stack up better against the competition because the company is highly involved in its chamber of commerce, it is because he or she infers that the company is trustworthy, involved in the community and is an industry leader.

59% of consumers think that being an active member of the chamber of commerce is an effective business strategy overall. It is **29%** more effective, however, 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 the local chamber (i.e. sits on the chamber board), consumers are **12%** more likely to think that its products stack up better against the competition.

When consumers know that a restaurant franchise is a member of the chamber of commerce, they are **40%** more likely to eat at that franchise in the next few months.



Palm Desert Area Chamber of Commerce

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Economy is Job #1

The Palm Desert Area Chamber of Commerce is focused on creating a strong local economy.

Through speakers, seminars, networking, promotion and lobbying on issues that create a strong local economy.

Representing the interests of business with Government.

The Chamber keeps informed of pending legislation and election information to continually provide communication to the business community. Through our relationship with the California Chamber of Commerce we are watching many anti job bills and in some cases sending our official position.

A Legislative Action Committee meets once a month and you may become involved.

Providing Networking Opportunities.

Businesses want to partner, spread the word, build clientele, give and take advice, develop business through networking and, with the highest member numbers and involvement, we are your organization for networking.

Political Action.

We study and analyze issues of interest to Palm Desert and its business community, take advocacy positions on those issues and communicate the Chamber's viewpoint clearly and strongly to our Membership, elected officials and the community at large.

Promoting the Community.

The Chamber was created by the community for the community, even before the City was established. We are considered a steward of the future. Through tourism promotion, community visioning, events - we are a trusted business resource center and leader of Palm Desert.

The Palm Desert Area Chamber of Commerce Mission

To promote, support and enhance business prosperity, civic vitality and quality of life.