



Franconia Notch
REGIONAL CHAMBER OF COMMERCE

MEMBERSHIP INFORMATION



Summary

The Franconia Notch Regional Chamber of Commerce (FNRCC) represents members in the towns surrounding and associated with the Franconia Notch State Park.

Over one-hundred and sixty members currently enjoy benefits through membership in the FNRCC.

In preparing this marketing plan, the first task for the Marketing Committee was to identify the current menu of services provided to membership. After the initial analysis, the committee proceeded to brainstorm other services that “could” be developed, or possibly considered as NEW services to offer to members.

The Committee then studied our current selection of services and brainstormed improvements that might make those existing benefits even more valuable to the membership.

New services were developed to the point of “first drafts” to evaluate proof of concept within the Committee and to prepare for presentation to the Board of Directors.

Membership Benefit

- Membership List
- Chamber Newsletter
- Visitor Newsletter
- Welcome Center
 - Brochure Rack
 - General Bulletin Board
- Web Site
 - Web Listing
 - Event Calendar
- Internet - Social Media
- M-2-M Card / Notch Card
- Tri-Town Mailer - “By The Phone” list

A La Carte

- Member Directory Ads
- Welcome Center Display Case
- Web Site
 - Featured Member
 - Premiere Listing
 - Bottom Banner Ad
 - Tower Ad
- Area Padded Map
- Special Events (Annual Meeting/Lupine Festival/etc.)
 - Sponsorship
 - Auction Donation
- Business After Hours

Services that are listed in **BLUE** are included as a membership benefit.
Services listed in **GREEN** are A La Carte benefits.



Welcome Center

Our seasonal Welcome Center is one of our greatest assets, open May through October, hundreds of visitors stop by to inquire about area events, attractions, lodging and dining venues. Chamber staff will only make referrals to Members for services & products provided by Members and will only make referrals to non-members when no Member referral is possible.

Welcome Center Brochure Rack & Bulletin Board

Even through the winter months visitors regularly stop by to learn what the region has to offer with access year-round to our weather-protected rack cards and brochures.

Our Welcome Center Bulletin Board allows the posting of special event and general information announcements.

Visitor information is accessible 24-hours a day, 7-days a week even when the Welcome Center is closed.

Welcome Center Display Case

Our new display case transforms our Welcome Center into a year round bulletin board or your business.

High Visibility: Located next to Welcome Center window

Secure & Weatherproof: Case is locked & managed by Chamber staff

Limited Space: Only (12) flyers can be displayed at one time

Display Rates

\$10 per month for 8 ½" x 11" flyers

Non-Profits \$5.00 per month



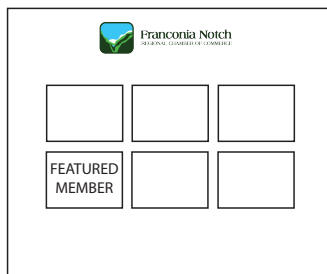
Web Site & Listing

Our newly re-designed web site offers over 10,000 visitors on-line exposure to Member services and products annually.

Chamber Members receive a 500 character listing description with 200 x 150 pixel horizontally formatted image.

Event Calendar: Opportunity for members to upload events and activities.

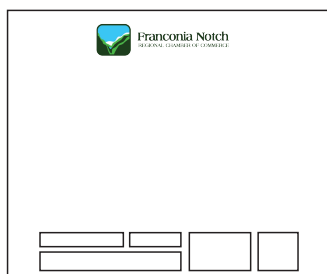
Featured Member



One of four home page listings which rotate upon "page refresh"

Benefit Rates
\$55.00 per quarter

Bottom Banner Ad



Three ad spots are available at the bottom of all site pages - small - 170px x 170px, medium - 300px x 60px or 480px x 60px, large - 800px x 90px

Benefit Rates (per quarter)
small - \$40.00, medium - \$60.00, large - \$75.00

Premiere Listing

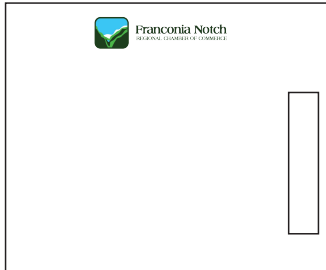


Up to three premiere listings are featured on each category listing display

Benefit Rates
\$55.00 per quarter



Tower Ads



Rectangular ads that are featured in the right margins of the website. Ads are 170px X 600px.

Benefit Rates
\$75.00 per quarter

Social Media

Post events, announcements, photographs, and other social media content on the FNRCC Facebook page which currently offers exposure to over 2,000 FB Friends.

Members are encouraged to prominently feature links to the FNRCC Facebook page as a source of news and information about the area.

Posts are also shared to the FNRCC Twitter & Instagram pages.



Member To Member Discount Card

Our membership is a great asset. Our members and their employees are an excellent source for referrals. This new program will capitalize on this local referral base.

M-2-M discount cards provide unique benefits to fellow members and their employees, who in turn will let customers, clients, family and friends know about your business.

Members with:

- Up to 3 employees.....(1) M-2-M discount card
- 4-25 employees.....(3) M-2-M discount cards
- 26-100 employees.....(5) M-2-M discount cards
- 100+ employees.....(10) M-2-M discount cards

Members may offer a one-time or an ongoing discount or deal.

The Notch Card

The Notch Card provides discounts that will be distributed freely and broadly to visitors and prospective visitors to the region - geared to bring folks to your door and an even better reason for them to walk in your door!

The Notch Card will be distributed:

- ♦ At participating lodging members interested in offering local discounts to guests
- ♦ In Visitor Information packets sent out to those interested in visiting our area
- ♦ On-line via the Chamber website (optimized for both hand-held and desk-top)
- ♦ At the Welcome Center with every visitor being offered a Notch Card

Members will be able to update or discontinue offerings on our new website via a secure login when the site launches this spring.



Special Events

Annual Dinner

Held every October, the FNRCC Annual Dinner is a premiere event celebrating the membership of the Chamber with a Member-catered dinner.

An evening of entertainment featuring the Silent Auction of donated items benefits the FNRCC and affords attendees the opportunity to obtain great deals from participating Members.

The evenings Guest Speakers have always provided interesting insights, a humorous interlude, thoughtful commentary on life, or recollections of happenings past and present.

Lupine Festival

The annual blossoming of this colorful wildflower, during the month of June is a time honored regional celebration. The brilliant purple, blue and white spikes of the lupine are found in local fields and along roadsides. The long-lasting blossoms attract a plethora of butterflies and create a memorable floral display against the backdrop of the White Mountains.

Members can drive visitors to their business by purchasing advertising space offering a discount or gift for those presenting a Lupine Book at the time of purchase.

Business After Hours

Hosting a business after hours is a wonderful opportunity to introduce fellow Chamber members to your business.



Workshops & Seminars

FNRCC sponsored seminars/workshops of interest to the community (free to Members) with a nominal charge to non-members on relevant topics. Polly's Pancake Parlor recently hosted a seminar on solar energy that had nearly one-hundred attendees (on a Patriot vs. Bronco game day). Possible topics could include:

Effective Use of Social Media
Marketing on a Shoe String
Writing Quality Press Releases

Quarterly Visitor Newsletter

Content based newsletter with paid advertising sent out to opt-in email list & Chamber members (for distribution to their e-mail mailing list) with articles on local events, topics of interest, and other content designed to attract visitors to the area. Members who author content will benefit from free exposure in newsletter.

Area Padded Map

Maps of the local area with detailed travel information and advertisement spots. Members who choose an advertisement will also have a star on the map designating their business location. Area maps will be available at the FNRCC Welcome Center, Member businesses and sent out in relocation packets.



Menu Selection

Main Course:

Ski Resorts & Major Attractions	\$485.00
Ski Resorts or Major Attractions may opt to join for \$250 plus tickets totaling \$500 or \$1000 in tickets	
General Membership*	\$240.00
*Lodging Members over 10 rooms - add \$12 per room \$ 12.00 (Max...\$192.00)	
*Lodging with Dining Room/Restaurant - add \$ 90.00	
Restaurants Food Services	\$300.00
Businesses with 3 or less Employees	\$125.00
(Excluding Hospitality Venues)	
Non-Profit Organizations 501 C-3, 6, 13	\$100.00
Supporting Members & Religious Organizations	\$ 60.00

Membership Benefit

Member Directory (25K distributed state wide NH Visitor Centers, Manch-Boston Airport, Cannon, FNRCC Welcome Center & Visitor Packets)

Bulk Mailing Permit (*for mailings of more than 200 pieces*)

Welcome Center

- Exclusive Referral for Products & Services
- Brochure Rack – Direct to Visitor Marketing
- General Bulletin Board

Web Site

- Web Listing
- Event Calendar

Internet

- Social Media - (Twitter / Facebook / Instagram)

Special Promotional Opportunities

- Chamber Newsletter – distributed to over 200 local subscribers
- Visitor Newsletter – distributed to over 1800 opt-in subscribers
- Business After-Hours Sponsorship
- Member-to-Member Discount Card
- The Notch Card – Discount Card distributed to Visitors to the Region
- By the Phone List

Special Events Sponsorship & Advertising (Annual Meeting/Lupine Festival/etc.)



Menu Selection

A La Carte

Welcome Center Display Case	\$10.00/month
Non-Profit.....	\$ 5.00/month
Website Home Page Featured Member	\$55.00/quarter
Website Premiere – Top of the Page Listing	\$55.00/quarter
Website Bottom of Every Page Banner Ad	
Small (170px x 170px)	\$40.00/quarter
Medium (300px x 60px)	\$60.00/quarter
Medium (480px x 60px)	\$60.00/quarter
Large (800px x 90px)	\$75.00/quarter
Website on Select Page Tower Ad	\$75.00/quarter
Area Padded Map (1" x 2.5")	\$75.00/publication
Tri-Town Mailer ad	
Business card size	\$25.00/publication
Half page size	\$50.00/publication
Full page size	\$100.00/publication
By The Phone List Ad - in the Tri-Town Mailer (1.5" x 2.25").....	\$70.00/publication
Workshops & Seminars	Discounted for Chamber Members



Franconia Notch

REGIONAL CHAMBER OF COMMERCE

MEMBERSHIP APPLICATION

MEMBERSHIP INFORMATION

Name | Business | Organization | Individual

Primary Contact & Title

Street | Business Address

Mailing Address (if different)

Town | State | Zip

Phone

Fax

Cell (optional)

E-Mail Address

Website Address

Number of Full Time Employees

Number of Part Time Employees

Number of Rooms*

Number of Seats*

Membership Category - (See dues structure)

Additional Info | Comments

Total Membership Investment (from worksheet) \$ _____

Text, photo/logo (jpeg) attached for my listing

Please take text and photo/logo from my website

▶ Memberships are issued to an individual business or entity and may not be shared.

▶ Membership is annual from October 1 to September 30.

▶ Please post a reciprocal link on your website to franconianotch.org, or hyperlink with our logo.

PAYMENT METHOD

Check enclosed - mady payable to:
Franconia Notch Regional Chamber of Commerce

Credit Card - Authorization infromation below:

Card Name | Company

Authorized Signature or Contact Name

CC Billing Address

16 digit credit card number _____ / _____
Expir.

Visa MasterCard Discover Amex

V-Code (back of card) _____ Amex CSC Code _____

Signature _____ Date _____

Your signature authorizes an automatic debit to your card for any outstanding balances as agreed.

Please mail completed forms to
Franconia Notch Regional Chamber of Commerce
PO Box 780, Franconia, NH 03580

-or- Email as an attachment to: info@franconianotch.org

Questions? Call 603.823.5661 -or- email info@franconianotch.org

Please let us know the business or member who referred you below:

Please email receipt Please mail receipt No receipt required



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MEMBERSHIP APPLICATION

MEMBERSHIP INVESTMENT STRUCTURE

Supporting Members and Religious Organizations	\$ 60.00
Non-Profit Organization 501C-3, 6, 13	\$100.00
Businesses with 3 or less Employees (Excluding hospitality venues)	\$125.00
General Membership	\$240.00
* Lodgings Recreation Entertainment Real Estate Retail & Consumer Services Financial/Professional Services Manufacturing and General Business (4 or more employees)	
* Lodging Members over 10 rooms - add \$12 per room	\$ 12.00
Maximum additional per room fee	\$192.00
* Lodging with Dining Room/Restaurant add	\$ 90.00
Restaurants Food Services	\$300.00
Ski Resorts & Major Attractions	\$485.00
-or- join for \$250 plus \$250 in tickets or \$1000 in tickets	

A LA CARTE ADDITIONAL OPTIONS

- Welcome Center Display Case \$10.00/month
- Non-Profit. \$ 5.00/month

- Website Adspace
- Home Page Featured Member \$55.00/quarter
- Website Premiere – Top of the Page Listing \$55.00/quarter
- Website Bottom of Every Page Banner Ad
 - Small (170px x 170px) \$40.00/quarter
 - Medium (300px x 60px) \$60.00/quarter
 - Medium (480px x 60px) \$60.00/quarter
 - Large (800px x 90px) \$75.00/quarter
- Website on Select Page Tower Ad (170px x 600px) \$75.00/quarter

- Area Padded Map (1" x 2.5"). \$75.00/publication

- Tri-Town Mailer Ad
 - Business card size \$ 25.00/publication
 - Half page size \$ 50.00/publication
 - Full page size \$100.00/publication
- By The Phone List Ad - in Tri-Town Mailer (1.5" x 2.25") \$ 70.00/publication

YOUR INVESTMENT

Primary Investment Fee \$ _____

Additonal Category Fee _____

(room or seat additons) \$ _____

A La Carte additions \$ _____

Total Investment \$ _____