



2022 MEMBERSHIP BENEFITS

The Cannon Falls Area Chamber of Commerce's Benefits include, but are not limited to the following:

SERVICES FOR YOU

CALENDAR OF EVENTS LISTING

The Chamber creates a Cannon Falls Community Calendar of Events. If your business, service, or organization has an event or activity, you can have it added to our Events Calendar on our website. To get your event or activity in the Chamber E-Newsletter, on the Chamber's FaceBook page, in the Entertainment Guide monthly publication, and on the Explore MN Calendar of Events, please contact the Chamber.

CERTIFICATES OF ORIGIN AND NOTARY SERVICES

The Chamber Office provides authorization of origin certification for members that export their products outside the United States. The Chamber can also notarize for our members too. These are FREE services provided to our members.

CHAMBER DOLLARS

The Cannon Falls Area Chamber of Commerce offers a gift certificate program called Chamber Dollars. The purpose of this program is to keep business in our community. These Chamber Dollars come in \$5 or \$10 increments. The Chamber manages this program by selling the certificates to its members and the public for the face value of the certificates. These certificates can be used as gifts, appreciation to your employees, purchased to use at fundraisers, and many more options.

The individuals who receive these Chamber Dollars can use them at any of the participating Chamber Members on the Merchandise Certificates List. The Chamber Members do not give back change on these purchases. The full value of the certificate must be used by the customer.

Once the Chamber Members have received Chamber Dollars, they can bring them to the Chamber Office to receive a check for the full value (100%) of the certificates. There is no charge from the Chamber to administer this program.

CHAMBER E-NEWSLETTERS AND PERIODIC EMAIL BLASTS

Any events or activities that you want to share with all the Chamber Members can be listed in the Weekly E-Newsletters. Information is needed by Tuesday noon of that week. Chamber Members, plus any Administrative/Managerial employees or Board of Directors in connection with the Chamber Member can receive these newsletters via email. Simply share their name and email address with the Chamber Office.

Chamber members are encouraged to network and work more closely together by offering deals, discounts, and special promotions to other members in this weekly publication.

OPPORTUNITIES TO GET INVOLVED IN THE COMMUNITY

CHAMBER AMBASSADOR PROGRAM

Our Chamber also has an Ambassador Program. If you like to meet new people, share the latest Chamber News, produce Membership Videos for the Chamber's Webpage, and plan exciting events for the community, contact the Chamber Office to sign-up.

GET INVOLVED AND SERVE ON THE CHAMBER BOARD OR ON A COMMITTEE

The Chamber Board of Directors has eight (8) members. When elected, the Board Members will have a 3-year Term from January – December. Board Members are welcome to stay on for 2 consecutive terms (6 years), and a minimum of a one-year break is needed before another term can be held.

Board Meetings are held monthly. The scheduling of these meetings is what works best for most of the Board Members. We do what is best to get the most members to the meetings. With having meetings on the same day and time each month, it is easy to schedule on your calendar and commit to it. Board Meetings can now be attended in person or via Zoom. This may change in 2022. It's important we have a quorum at all meetings (50% of total Board Members).

Board Members are requested to attend or help with Chamber events throughout the year. This would include but not limited to Open-Houses, Business After Hours, Ribbon Cuttings, and Chamber Events listed under Committee Meetings. Each Board Member is also required to be on at least on Chamber Committee.

Attending the committee meetings is important since you are representing the Board to help make decisions at the committee level. When possible, Board Members can also participate in Chamber Visits with prospective new members.

The Chamber currently has eight (8) committees that you can join. Pick the one that fits your passions and get to know others at the same time. Each committee has its own timeline for planning the events and projects. Some meet all year and others only meet for a few months. Contact the Chamber if you are interested in getting involved.

Chamber Committees include Chamber Ambassadors, Monthly Chamber Meetings, Children's Easter Hunt event, Chamber Open-Air Fairs or Fun Fests, Golf Tournament and Fundraiser, Trick or Treat Trot event, Deck the Falls event, and Light-up Cannon Falls for the holidays. New committees are created when a new event or project needs to get organized. Share your ideas with the Chamber to bring exciting new events and projects to our community.

MONTHLY CHAMBER MEETINGS

From January through November, the Chamber organizes a monthly Breakfast or Business After Hours Meeting for our Chamber Members. Presentations at these meetings offer a wide range of presentations and trainings to share valuable information with our members. If you have a topic that you think others would be interested in, please share your idea with the Chamber Office.

The Chamber also holds Dine & Dash Networking Luncheons and Chamber Connect Happy Hours. These get-togethers can be in the morning, over the lunch hour or later in the afternoon. It is a sharing extravaganza where you get to meet other Chamber Members and find out what their products and services are. Bring your flyers, brochures, and business cards to share.

CHAMBER OPEN-AIR FAIRS OR FUN FESTS

Chamber Members receive a complimentary booth space in the Chamber's Open-Air Fairs or Fun Fests in May through September on the 2nd Thursday of each month. The Open-Air Fairs are family-friendly events held on the sidewalks of 4th St, Main St, and Mill Street in downtown Cannon Falls. These fairs are held on the second Thursday of the month from 4:30 pm – 7:30 pm, and as many as 200+ have been in attendance. This is a super easy way to promote your services, social organizations, open positions of employment, crafts, and share any other hobbies. Registration is required.

The Chamber Fun Fests are also held from 4:30 pm – 7:30 pm on the 2nd Thursdays alternating with the Open-Air Fairs. This type of event is held on Mill Street which is blocked off from 4th Street to the Mill Street Bridge. The vendor booths are on the street. Food vendors, musical entertainment and drawings are held throughout this event.

CHAMBER'S ANNUAL BUSINESS RECOGNITION LUNCHEON

Each Chamber Member receives a complimentary luncheon ticket for this event. Additional individuals are welcome to attend at a reduced fee. Sponsors of this event will have their business/service/organization name and/or logo listed on all promotional materials of this event.

ADDITIONAL MARKETING AND PROMOTION FOR YOUR BUSINESS

ANNUAL CHAMBER SUMMER COUPON BOOK

The Chamber's Summer Coupon Booklet (4,000 copies) is ready for distribution in early May and the coupons have an expiration date of November 1st of that year. Only Chamber Members can participate in this booklet, and they are offered a reduced rate to have a coupon in this booklet. Members included in this booklet may distribute the coupons throughout the summer and fall. This is a great way to help your customers find all of the great things our community has to offer.

KIOSK MAP ADVERTISEMENTS

Each year, the Chamber creates a 48" x 50" large map with advertisements from 10 Chamber Members as the border. These 3 maps are displayed at the by the Gazebo in the City Parking Lot where the Cannon Valley Trail begins and at the Trailhead Bob O'Gorman Rest Area.

BROCHURES AND FLYERS FOR BUSINESS REFERRALS

There is an 8' slat wall in the Chamber Office for any Chamber member to display their brochures and flyers to the visitors in the community. These are updated by the members on a regular basis.

CANNON FALLS AREA DISCOVER GUIDE

The Chamber, in cooperation with By All Means Graphics, publishes this guide annually. This booklet is a good overview of our community, and it is designed as a relocation guide for individuals interested in moving to Cannon Falls. This guide is updated and includes pertinent information on schools, healthcare, local government, housing, recreation, relocation, and business opportunities.

Each Chamber Member will receive a FREE listing in the 2022 Cannon Falls Discover Guide – 5,500 will be printed and available in March 2022. The 2022 Discover Guide ads are offered at a reduced rate for Chamber Members.

The 5,500 copies are sent to 14 State of MN Tourist Centers and other Chamber Offices throughout MN. The Discover Guide is also distributed to Chamber Members who widely use it as a sales and marketing tool. It is also available on the Chamber's webpage.

PROMOTE YOUR EVENTS AND ACTIVITIES AT THE CHAMBER

As a Chamber Member, you can have posters and flyers displayed on the Chamber's front window.

SOCIAL MEDIA INTERACTIONS AVAILABLE THROUGH THE CHAMBER WEBSITE, FACEBOOK PAGE AND INSTAGRAM POSTS

www.cannonfalls.org www.facebook.com/cannonfalls.chamber/ <https://www.instagram.com/cannonfallschamber/>
Members receive a complimentary business listing which can include a link from the Chamber's sites to yours. By following the Chamber's FaceBook and Instagram pages, our members can share their local happenings. Starting in 2022, all events and activities submitted for the Chamber E-Newsletter will also be posted on FaceBook. Our Chamber FaceBook posts also show up on the front page of our website.

SPONSORSHIPS EQUAL MORE PUBLICITY FOR YOU

The Chamber offers opportunities for you to promote your business/service/organization through sponsorships. The sponsors for any of the Chamber's events or programs will include your name or logo on all promotional materials for that specific Chamber event or activity. The Diamond and Gold Sponsorships will have their logo in the weekly e-Newsletters to show their support to the Chamber. The Event Sponsor's business names will be listed in the weekly Chamber E-Newsletter.

Sponsorships can only be used as a business expense since the Chamber is a 501.c6 Non-Profit Organization. Please refer to the 2022 Events Sponsorship Listing.