



WE'RE ALL BUSINESS.



The Fort Collins Area Chamber of Commerce is the leading membership-based business organization in Northern Colorado, dedicated to helping your business succeed.

Your investment in the Fort Collins Area Chamber of Commerce puts you in contact with more than 1,000 business owners and managers in this market. For more than 100 years, we have influenced efforts to maintain and grow the business community in Fort Collins.

Whether your business is new to the Fort Collins area or an established asset to the region, you'll benefit by taking advantage of all that we offer, and we'll deliver what you need to succeed. Activate your action plan and put some 'go' in your business goals – become a Chamber member today!

The Fort Collins Area Chamber is the only 5-Star Accredited Chamber of Commerce in the state of Colorado, placing us among the top 1% of chambers nationally.

ACCREDITED

TOP

1%



OUR MISSION

The Fort Collins Area Chamber of Commerce champions our community and region's quality of life and economic vitality through strong business advocacy and collaborative leadership.

VISION

Founded in 1904, the Chamber has helped to shape the region we live in today. From its history as an agricultural township to its present-day reputation as a thriving location for manufacturing, technology and retail, Fort Collins has embraced diversity in industry, and the Chamber has been there every step of the way.

As the region prospers and our vibrant business climate evolves, the Fort Collins Area Chamber continues to lend its support and leadership, while remaining dedicated to improving the quality of life we all enjoy as members of this unique community.

RANGE

Today, the Chamber serves a diverse membership of businesses of all sizes, from a variety of sectors across the region.

The Chamber represents:

- the interests of more than 1,000 businesses
- more than 62,417 employees
- small, medium and large-sized companies
- businesses from more than 35 industry sectors

Each year we deliver:

- more than 11,570 referrals to member companies
- 220 business and professional development programs
- more than 20 business advocacy and signature events
- 60 graduates from our leadership programs
 - ... and much more!

More than

1,000
businesses
are members of the Fort
Collins Area Chamber.

Joining the Fort Collins Area Chamber of Commerce keeps your business right on target, whether you're a startup standout or a seasoned civic leader.



The Chamber is your introduction to local, state and federal lawmakers and elected officials. Making sure you have a seat at the table and a well-versed voice in the conversations that matter most is important.

At the Fort Collins Area Chamber of Commerce, we back up local business by keeping your needs front-and-center. Prioritizing and planning. Rigorous research and vigorous action. Listening before legislation. These are the values that guide our support of your business interests.

Our advocacy programs provide opportunities for members to meet and mingle with policymakers and engage civic leaders in meaningful dialogue surrounding the issues that are most important to your business.

NORTHERN COLORADO LEGISLATIVE ALLIANCE (NCLA) EVENT SERIES

The Chamber's NCLA events are the region's premier advocacy events, bringing together participants and partners to advance a shared pro-business agenda. NCLA events allow members to meet elected officials and policy makers at the state and national level.

FRIENDS OF BUSINESS PROGRAM

Local experts discuss timely political issues at events open to Friend of Business members. These events provide an intimate forum for dialogue with lawmakers and other decision makers on specific business topics.

Past speakers have included:

- · CSU President Dr. Tony Frank
- Former City of Fort Collins Mayor Doug Hutchinson
- University of Colorado Health President & CEO Dr. Rulon Stacey
- Former Poudre School District Superintendent Dr. Jerry Wilson
- · CSU Regional Economist Dr. Martin Shields

ELECTION FORUMS

Candidates share their viewpoints on issues important to the business community at forums during local and state elections.

As part of a regional delegation of nearly

100 business people,

Chamber members represent your business interests at the Colorado Legislature.

As a professional and civic leader, you see that a warm and welcoming business climate means an improved quality of life for employees, families and fellow citizens.

We see that too. Government regulations increasingly impact your ability to do business. As the leading advocate on business issues in the area, the Chamber strives to create and sustain a favorable business environment at the local, state and federal level. Working with you and for you, we make certain the business perspective is heard.

LOCAL LEGISLATIVE AFFAIRS COMMITTEE (LLAC)

As participants in the LLAC, Chamber members collaborate with public and private stakeholders to create a favorable environment for business.

NORTHERN COLORADO LEGISLATIVE ALLIANCE (NCLA)

As the joint public policy advocacy arm of the Fort Collins, Greeley and Loveland Chambers of Commerce, the Northern Colorado Economic Development Corporation and Upstate Colorado, the NCLA offers a regional approach to issues management at the state and federal level.

ELECTION COMMITTEE

The Chamber has made it a priority to support the election of City Council Members who understand and support business and economic development. Through participation in this committee, Chamber members shape our efforts to elect officials who bring balanced perspective to local office.

FORTCOLLINSWORKS.COM

Business has a vision for the northern Colorado region: we want a prosperous, healthy community with a good quality of life. To create a healthy community, we need more goodpaying private-sector jobs. One of the biggest impediments, however, is the lack of understanding by the public and government officials of what is important to business. To counter that, the Chamber created Fort Collins Works.

Fort Collins Works is a means of communicating the business community's economic vision. It is a data-driven, multi-pronged communications and economic policy initiative. FortCollinsWorks.com serves as a host for a data-driven economic vision of the community that is promoted to government officials, city council candidates and the general public.



All work and no play? No way! When you're building your business, you're building relationships – and fun is fundamental to success.

As a member of the Fort Collins Area Chamber of Commerce, you have hundreds of opportunities to meet, greet, mix and mingle with other energetic professionals. Show up and get connected – we'll all raise a glass to putting some 'us' in industrious.

BUSINESS AFTER HOURS

Business After Hours is a monthly (and sometimes twice-monthly) networking mixer. Business After Hours are co-hosted by the Fort Collins Area Chamber of Commerce and a hosting Chamber member at the member's place of business. Business After Hours normally engages 150-250 people, but some events see more than 300 attendees!

RED CARPET COMMITTEE

Membership in the Red Carpet Committee provides an interactive way to learn about other businesses in our community, to grow your network and to increase your visibility. Red Carpet Receptions take place each Tuesday and Thursday morning at business locations throughout the region, giving you a chance to learn more about your fellow Chamber members, as you work together to create a welcoming and inclusive experience for newer Chamber members.

CHAMBER LEADS GROUPS

The Fort Collins Area Chamber of Commerce offers three member-to-member Leads Groups that focus on exchanging leads, encouraging networking and building relationships with other members in the business community. Leads Groups members gain new contacts and an ever-expanding customer base. The Chamber Leads Groups each meet twice each month at the Fort Collins Area Chamber of Commerce. Meetings include introductions, presentations, lead exchanges, business announcements and a social period to network with the members of the group. All three of the Chambers' Leads Groups are non-competing, making the group a tremendous resource for any business.

100
chamber members
are ambassadors for the Red

Carpet Committee, which serves

to welcome businesses to the

Chamber every week.



12 @ 12 LUNCHEONS

Join Chamber President & CEO David May and 11 other Chamber members for an informal lunch – a terrific opportunity to create powerful business partnerships.

NEW MEMBER ORIENTATION

Learn how to get the most out of membership via the Chamber's New Member Orientation. This fun and informative opportunity lets new members meet the Chamber staff, learn how to best utilize Chamber membership and network with other Northern Colorado businesses. New member orientation is open to new members, prospective members and any interested current Chamber member. Admission is free.

CONNECT @ LUNCH

We'll help introduce you to three other Chamber members, so you can enjoy lunch together at a local member restaurant – a great method for fostering relationships and an excellent opportunity to build word-of-mouth marketing.



The increase in likelihood that a **customer will think** your business is **better than** the **competition** if you're a chamber member.



KNOWLEDGE BITES

Knowledge Bites is the Chamber's innovative and creative lunch 'n' learn program. Knowledge Bites invites Chamber members to share their expertise with other Chamber members in an interactive, relevant lunch-hour session. All Knowledge Bites programs take place at the Fort Collins Area Chamber of Commerce and Chamber members are eligible to apply to present the program.

ENVISION: YOUNG PROFESSIONALS PROFESSIONAL DEVELOPMENT LUNCHEON SERIES

Designed to help young professionals develop new skills and techniques, this monthly luncheon series features presentations by local experts on a variety of topics.

THOUGHT LEADER SPEAKER SERIES

Distinguished speakers discuss timely business issues at this annual event. Past speakers have included: Jim Collins—Good to Great; Marcus Buckingham—Now: Discover Your Strengths; Dr. John Maxwell—21 Irrefutable Laws of Leadership; Dan Heath—Made to Stick; and Marshall Goldsmith—What Got You Here Won't Get You There.



"The Fort Collins Chamber is a wonderful resource for businesses of any size or type. There are numerous opportunities to meet other business owners and leaders in Northern Colorado to discuss issues and network through many social, educational or professional leadership development programs. Creating jobs and maintaining a vibrant business climate is a priority of the Chamber."

Scott McCarthy, OwnerAustin's American Grill, Moot House Restaurant & Pub, Enzio's Italian Kitchen, Big Al's Burgers & Dogs

Today's competitive business environment requires a well-informed approach.

Fort Collins Chamber Members stay ahead of the game by utilizing valuable educational and promotional resources like:

WE'RE ON YOUR TEAM

You just picked up some additional employees – us! At the Fort Collins Area Chamber of Commerce, we appreciate how hard you work to make your business a success, and we take pride in adding our support to your efforts. Our staff is happy to assist you, whether it's by locating information or making introductions, offering tips and encouragement, providing referrals to your business or ensuring you're a part of the community conversations that matter most.

SHOP FORT COLLINS

A campaign encouraging citizens to spend their dollars locally, sponsored by the City of Fort Collins, the Downtown Business Association, the Fort Collins Area Chamber of Commerce, the Fort Collins Convention and Visitors Bureau, North Fort Collins Marketplace, Foothills Mall and Front Range Village.

FREE ONLINE BUSINESS RESOURCES

Visit www.FortCollinsChamber.com to download a free Business Resource Guide and more!

ONLINE MEMBERSHIP DIRECTORY AND MOBILE APP

Chamber members are featured in the online membership directory and the Chamber's own mobile app. Businesses are grouped by category.

SMARTBRIEF

Stay informed about Chamber events and initiatives through our weekly SmartBrief e-newsletter. Delivered to your email inbox each Tuesday, the SmartBrief is also a great tool to advertise your business to over 4,000 business people.

Contact us – we're always ready to roll up our sleeves and help your business make a splash.

Reducing overhead is a concern for every business. The Chamber provides resources for cutting costs, meeting the needs of our members through tangible discounts and services.

VALUE: DELIVERED.

Take advantage of these noteworthy membership benefits:

MAIL MORE, FOR LESS

Your membership affords you the opportunity to use the Chamber's bulk mail stamp when you conduct a mailing of 200+ identical pieces. Save up to 1/3 off your postage!

OFFICE SUPPLY DISCOUNT PROGRAM

Lower overall costs by saving 15-25% annually on office supplies through the Chamber's Office Depot discount program.

CHOICE DENTAL: DENTAL INSURANCE

Chamber members receive guaranteed low rates with this innovative plan offering discounted dental coverage.

CERTIFICATE OF ORIGIN

The Chamber provides member companies that export with a document required by certain foreign countries for tariff purposes, certifying the country of origin of specified goods.

DISCOUNTED RADIO COMMERCIALS: 1310-AM KFKA GREELEY

The Chamber offers new members deeply discounted custom radio commercials allowing you to save 25% or \$200.

CHAMBER MAILING LABELS

Wanting to do a direct mail piece to the business community? We can help with that. Members have access to our membership mailing list with options for 1,000 main contact addresses or 4,000 individual addresses.

PASSFORT BUS PASS PROGRAM

Chamber members and their employees save 55% on an annual bus pass, including a one-time complimentary bus pass ride with purchase of pass.

MEMBER TO MEMBER PROGRAM

The Chamber's member-to-member discount program allows members to save money on the products and services of fellow members. Participation also provides a valuable promotional channel to increase exposure for your business' services and products.

MEETING SPACE SAVINGS

Members receive free and discounted rental rates on meeting rooms in the Chamber building.

ADVERTISING VOUCHERS

New Chamber members receive vouchers for free ads in the Fort Collins Coloradoan valued at \$250.

MEMBER PRESS RELEASE PAGE

Post your press releases at **www.FortCollinsChamber.com** to promote your business and accomplishments.

FORT COLLINS COLORADO OFFICIAL VISITOR & COMMUNITY RESOURCE GUIDE

Be included in the 100,000 copies of this publication that are distributed to the Chamber membership, relocators, visitors and recruiters. The Chamber partners with the Fort Collins Convention and Visitor's Bureau on this widely distributed publication. Advertising opportunities of all sizes available.

FORT COLLINS MAP ADVERTISING

Take advantage of a unique advertising opportunity in our city of Fort Collins map. More than 15,000 copies of the map are distributed to relocators, visitors and residents each year.

SMARTBRIEF (ELECTRONIC WEEKLY NEWSLETTER)

Stay informed about Chamber events and initiatives through our weekly SmartBrief newsletter. Reach out to more than 4,000 business people – in addition to feature stories, advertising opportunities are available.

RELOCATION PACKAGE INSERTS

Insert your promotional materials in this comprehensive relocation packet, and gain access to a market of newcomers to the Fort Collins area. More than 12,000 people contact the Chamber annually to learn about the area and relocation. Paid insert subscriptions include month to month and annual opportunities. We distribute 100+ relocation packets per month.

MEMBER JOB POSTING PAGE

Advertise current job opportunities at your company for free at www.FortCollinsChamber.com.

WEB SITE BANNER ADVERTISING

Place a banner advertisement on www.FortCollinsChamber.com and receive visibility via more than 35,000 visits per month.

ONLINE MEMBERSHIP DIRECTORY AND MOBILE APP

Chamber members are featured in the online membership directory and the Chamber's mobile app. Businesses are grouped by category.

ONLINE COMMUNITY EVENT CALENDAR

Feature your event on our community event calendar.

Reaching Out

Resource Guide: 100,000 copies annually

Map: 15,000 copies annually

SmartBrief: 4,000 e-newsletters weekly

Relocation Package: 100+ monthly

Website: 35,000 visits monthly

CREATING NORTHERN COLORADO'S SHARPEST LEADERS

The Chamber offers members the opportunity to participate in the top leadership programs in our area – Leadership Fort Collins and Leadership Northern Colorado.

LEADERSHIP FORT COLLINS (LFC)

Leadership Fort Collins embodies the values of community citizenship, experiential learning and exposure to public policy issues in Fort Collins. The nine-month program annually educates 30 community leaders who are committed to the future of Fort Collins.

LEADERSHIP NORTHERN COLORADO (LNC)

Leadership Northern Colorado is a regional leadership development program designed to build human capacity and to identify, define and address the issues facing the Northern Colorado region. A joint initiative of the Fort Collins, Greeley and Loveland Chambers of Commerce, the Community Foundation of Northern Colorado and the Community Foundation Serving Greeley and Weld County, this six-month interactive development program trains 30 select leaders from across the region annually.

ENVISION: YOUNG PROFESSIONALS

Build your network and your skill set with Envision: Young Professionals. Envision offers young professionals a monthly professional development luncheon as well as evening networking events featuring insightful presentations on local issues and topics.



ANNUAL DINNER

Attracting a "who's who" of community members from local political, civic and business sectors, the Chamber's Annual Dinner celebrates the success of Chamber volunteers while honoring extraordinary businesses with distinguished awards.

GOLF CLASSIC

Designed as an opportunity for Chamber members to network and build business relationships on the golf course, the Golf Classic brings a whole new level of meaning to "hitting the links".

THOUGHT LEADER SPEAKER SERIES

Distinguished speakers discuss timely business issues at this annual event. Past speakers have included: Jim Collins—Good to Great; Marcus Buckingham—Now: Discover Your Strengths; Dr. John Maxwell—21 Irrefutable Laws of Leadership; Dan Heath—Made to Stick; and Marshall Goldsmith—What Got You Here Won't Get You There.

LEGISLATIVE UPDATES

Gain insight into the state legislative session while providing lawmakers with your business viewpoint at the Chamber's Legislative Mid-Term Update, Legislative Preview and Legislative Wrap-up.

EXCITING SUMMITS

In 2012, the Chamber added several new events designed to provide the business community with a forum to tackle tough issues and to celebrate community successes. Programs include: Health Care in Your Future Summit, Future of Jobs Summit, Small Business of the Year Award Luncheon and a Regional Issues Summit.



of consumers believe that chamber-member businesses are **more reputable**, have good business practices and treat their customers right.



HEALTH CARE IN YOUR FUTURE SUMMIT

The Fort Collins Area Chamber hosts this annual summit to discuss developments in health care, the outlook for the health care industry in the Fort Collins region and actions that could strengthen the health care sector.

FUTURE OF JOBS SUMMIT

The interesting dynamics in the economy can leave you guessing. To help you make sense of it all, the Chamber hosts The Future of Jobs Summit. Join the Fort Collins Area Chamber to gain insight into local and state employment trends, national economic predictions and more at the Future of Jobs Summit

REGIONAL ISSUES SUMMIT

Explore in-depth key issues important to the two-county region and advocate a proactive agenda while building relationships and awareness at the Regional Issues Summit, co-hosted by Leadership Northern Colorado and the Northern Colorado Legislative Alliance.

SMALL BUSINESS OF THE YEAR

Celebrate small employers and their contribution to Fort Collins at this annual event. Awards are given in three categories: 0-10 employees, 11-50 employees and 51-200 employees. Businesses are judged on: community involvement and stewardship, commitment to good business practices, overall business growth and innovation and workplace culture and employee relations.



"The Fort Collins Chamber of Commerce is the voice for business. Everyday, they are working to promote a vibrant and healthy business economy — which is the key to the success for the entire community. While we are so busy operating and growing our businesses, they are creating connections with other businesses, higher education, community leadership, and government to better understand the needs of business."

Yvonne Myers,Health Systems Director,
Columbine Health Systems



The Chamber's Green Business Program is designed to help businesses increase their knowledge of how to operate in an environmentally responsible way.

ENVIRONMENTAL COMMITTEE

Chamber members assist in developing targeted programs focused on providing 'green business' information through a variety of education forums, including a monthly "Green in Action" program.

GREEN IN ACTION PROGRAM

Area experts discuss timely information at a monthly breakfast series open to all Fort Collins businesses. Each program provides an intimate forum for dialogue on green business practices.

ENVIRONMENTAL BUSINESS AWARD PROGRAM

The Environmental Business Award Program recognizes outstanding efforts by Chamber members to enhance the environmental performance of their organizations. The award recognizes efforts organizations have taken relative to Education and Advocacy, Conscientious Purchasing, Conservation, Green Building, Recycling and Solid-Waste Reduction, Toxic Materials Awareness, Indoor Environmental Quality and Natural Area and Habitat Protection.



The Northern Colorado Clean Energy Cluster (an economic development organization aimed at growing primary jobs in Colorado in the area of clean energy through formal partnerships between clean energy companies, the public sector and higher education) began in the Fort Collins Area Chamber of Commerce Board Room.



Join the more than 1,000 member organizations that benefit from the Chamber's business development, advocacy and cost-savings programs.

Whether you're a young professional or a seasoned civic leader, working for a large corporation or owning a small business, there's a Chamber membership level that's right for your organization.

CHAMBER MEMBERSHIP OPTIONS

Non-Profit	\$300
Basic	\$450
Network	\$750
Promotional	\$1,500
Executive	\$3,000
Corporate	\$5,000
Platinum	\$10,000+

Your Chamber dues are 96% tax deductible as a business expense.

RESOURCES. RELATIONSHIPS. RESULTS.

Membership in the Fort Collins Area Chamber of Commerce is an investment in your business that makes sense. Advantage: You. Well played! As a Chamber member, you gain access to a network of dynamic assets relevant to your business objectives and tailored to your personal goals. Connect with the right people. Master skills that move you forward. Leverage leadership and get engaged in your community. No matter where you are on the business path, your membership puts you on the fast track to success, by:

- · Benefiting your bottom line
- · Increasing your visibility
- Advocating for your interests
- Multiplying your connections
- · Adding to your expertise



"I joined the Fort Collins Chamber because they have been a positive advocate for economic issues to the city council and to the citizens of Fort Collins."

Carey Hewitt, The Cupboard

MEMBERSHIP BENEFITS

BASIC LEVEL

- Discounted member pricing at all Chamber events (more than 248 events per year)
- · Red Carpet Welcome Reception upon second year
- · Link to your company's website from the Chamber's online directory
- · Listing on the Chamber's mobile app
- Business referrals from Chamber staff—exclusively for members
- · Bulk mail permit use
- Use of Chamber boardroom eight hours per year
- · Subscription to the Chamber electronic newsletter, SmartBrief Weekly
- Unlimited posting of your company's press releases, job openings and events on Chamber website
- Display of marketing materials in Chamber lobby (5,000 visitors per year)
- · Access to the Member-to-Member program, featured on Chamber website
- Access to a savings of 15-25% annually on office supplies through Office Depot
- Representation by the Fort Collins Area Chamber of Commerce at every meeting of the Fort Collins City Council
- Use of "proud member" logo, window decal or plaque for your store front, website and/or marketing materials
- Free Certificate of Origin Processing for 10 certificates.

Total Value: \$2,805 Your Price: \$450

NETWORK LEVEL

(Includes all Basic level membership benefits)

- · Company logo featured on Chamber membership directory listing online
- Annual Pass to Business After Hours for one person—14 events per year
- Annual dues for one Leads Group for one person per year
- Annual Pass to Envision: Young Professionals luncheons— 11 events per year
- Additional category listing in Membership Directory
- · Additional eight hours of Chamber boardroom use: total of 16 hours
- Free registration for Connect@Lunch

Total Value: \$4,505 Your Price: \$750

MEMBERSHIP BENEFITS

PROMOTIONAL LEVEL

(Includes all Basic and Network level membership benefits)

- · Two sets of membership mailing lists in electronic format
- One Promo Pass (Valid for EITHER an additional Business After Hours, an additional Envision: Young Professionals or Knowledge Bites event per month)
- One Free Pass to a Chamber Summit (Healthcare, Small Business of the Year Luncheon, Future of Jobs Summit or Regional Issues Summit)
- Six-month banner ad on internal page of Chamber website
- · Three additional category listings in online Chamber Membership Directory: total of five
- A 25-word description included under your directory listings
- Use of the Chamber boardroom 24 hours per year
- Unlimited Certificate of origin processing

Total Value: \$8,445 Your Price: \$1,500



Members who join at the following levels are considered our Trustee members.

EXECUTIVE LEVEL



(Includes all the Basic, Network, and Promotional level membership benefits)

- One small booth at Chamber Expo
- One corporate golf package ~ includes one golfer in annual Chamber tournament
- · Annual banner ad on Chamber website internal page of your choice
- Recognition as a Trustee Member in online Chamber Membership Directory

Total Value: \$10,030 Your Price: \$3,000

MEMBERSHIP BENEFITS

CORPORATE LEVEL



(Includes all the Basic, Network, Promotional, and Executive level membership benefits)

- One Super Pass (Valid for an additional Business After Hours, an additional Envision: Young Professionals, additional Knowledge Bites event and all Chamber Summits)
- Promotional inserts included in relocation packages mailed daily from Chamber (~100 packets distributed monthly)
- · Membership Mailing List, provided quarterly by the Chamber

Total Value: \$12,650

Your Price: \$5,000

PLATINUM LEVEL



(Includes all the Basic, Network, Promotional, Executive and Corporate level membership benefits)

- Annual rotating banner ad on home page of Chamber website (replaces internal page ad)
- One event sponsorship worth \$5,000 (allocation of your choice)
- One corporate table (10 guests) at the Annual Dinner

Total Value: \$22,740 Your Price: \$10,000



of consumers think more favorably of chamber-member businesses than non-members.

TRUSTEE MEMBERS

Chamber members make it possible for the organization to provide the many networking, business advocacy, economic development, small business and community enhancement programs to help grow and sustain the economy of the Fort Collins Area.

We would like to thank the following trustee members for their generous support and invite you to add your logo here:











































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