

REBUILDING A BETTER BAY



2020 GUIDE TO MEMBERSHIP OPPORTUNITIES



about our organization

WHO WE ARE

Since 1913, the Bay County Chamber of Commerce has served businesses in Callaway, Lynn Haven, Mexico Beach, Panama City, Panama City Beach, Parker, Springfield and unincorporated Bay County. The Chamber works to promote the industrial and economic growth of the region, while partnering with, and supporting, local military installations. Through extensive relationships, the Chamber works to create a healthy environment in which businesses can grow and prosper.

OUR MISSION

“To create superior value for all Chamber members, large and small; to cultivate economic and personal development; to promote and protect a competitive enterprise system of business; and to be a community leader while embracing Bay County’s opportunities and challenges.”

HOW WE OPERATE

The Chamber is not a division of the U.S. or State Chamber, or a part of any government. The Chamber is a volunteer organization, owned by the membership, governed by a Board of Directors, and managed by a paid staff. In fact, 85% of the membership is comprised of businesses with 35 or fewer employees. The Chamber exists to build a better Bay, and strives to create value for its members and help businesses grow.





annual & monthly events

ANNUAL EVENTS

ANNUAL DINNER & AWARDS CEREMONY

Held in January, the Annual Dinner celebrates the Chamber's accomplishments, conducts award presentations, and recognizes both the new and retiring Chairman of the Board of Directors. The evening also includes a reception, silent auction, dinner, networking and entertainment.

TOURISM APPRECIATION MONTH

Held in May, Tourism Appreciation Month celebrates Bay County's number one industry: Tourism. Events for the month include a Cornhole Tournament, Spring Classic Golf Tournament, Tourism After Hours and more.

FIRST RESPONDER'S APPRECIATION

This event gives the business community an opportunity to say "thank you" and honor local first responders. During the luncheon, one individual from each discipline (EMS, Fire, Law Enforcement and Communications) is awarded First Responder of the Year.

INDUSTRY APPRECIATION CELEBRATION

Shining a spotlight on companies that help diversify Bay County's economy, the Chamber hosts Industry Appreciation Celebration. Events for the month include an Awards Breakfast, Sporting Clay Tournament, Industry After Hours, industry tours and more.

MONTHLY EVENTS

FIRST FRIDAY



Going strong since 1957, this is one of the Chamber's most popular events. Held on the first Friday of every month, the event includes networking, a community program of interest, new member introductions, refreshments and more.

BUSINESS AFTER HOURS

This evening social event is held at different Chamber member locations. This is a great way to meet fellow members while enjoying free food, spirits, door prizes and more.



GRAND OPENINGS AND GROUND BREAKINGS

Every month, the Chamber conducts numerous grand openings and ground breakings to celebrate the successes of businesses in Bay County. These events include ribbon cuttings, photo opportunities, and more.



advertising opportunities

BAY BIZ MAGAZINE

The Bay Biz magazine is "the voice of business from the Bay County Chamber." The award-winning, quarterly publication has a circulation of over 4,000 copies, which is mailed to members, is displayed in business lobbies across Bay County and is available at all Chamber events. The publication is also available online and can be accessed via the Chamber's website, social media accounts and links emailed to the Chamber's membership. Topics include Political Perspective, Defense Intel, Education, Technology Trends and more. Various ad sizes are available.



eBIZ NEWSLETTER

The Chamber's bi-weekly newsletter is emailed to over 3,000 Chamber members. The eBiz keeps the membership informed about Chamber and community related information such as events, grand openings, ground breakings, new opportunities and more.

RELOCATION PACKET PROGRAM (RPP)

This program allows Chamber members to include their valuable business information in the Relocation Packet mailed to individuals and businesses looking to relocate to Bay County. Various levels of participation are available.

CHAMBER WEBSITE

The Chamber website is a resource of interactive information for our members including a member directory, community and Chamber calendars, Internship Marketplace, Member to Member Discounts, job postings, and more. Put your business in the spotlight with a banner, column ad or an enhanced listing package on the Chamber's high traffic web pages. The site receives thousands of visits each month from users looking for products and services in Bay County.



GUIDE TO DISCOVERING BAY COUNTY

Published annually, this guide is packed with valuable information about Bay County and all municipalities to assist individuals, families and businesses interested in visiting or moving to Bay County. This publication has a circulation of 10,000 printed copies. It can also be read online and via the Chamber's website and social media accounts. Various ad sizes are available.

CHAMBER LOBBY

The information display is the main feature in the Chamber lobby. Members are able to display their cards and brochures for free. Make your business stand out from your competition to our thousands of visitors with a high-resolution ad on our digital display.



educational & economic opportunities

EDUCATIONAL PROGRAMS

The Bay County Chamber Foundation is a 501(c)(3) non-profit, which provides programs such as Leadership Bay, Junior Leadership Bay, Bay Young Professionals, the Education Committee, continuing education and more. These programs help educate everyone from students to business professionals.

LEADERSHIP BAY (LB)

Founded in 1983, LB is a community leadership development program. Based on the premise that people are our most important resource, the purpose of the program is to offer potential leaders a curriculum in community leadership training. Participation is limited.



JUNIOR LEADERSHIP BAY (JLB)

JLB is an exciting program, founded by the Leadership Bay Class of 2000, for high school juniors. It prepares Bay County's youth and future business leaders to meet the challenges facing our area through hands-on activities and exciting discussions involving community leaders and motivational speakers. Participation is limited.

CONTINUING EDUCATION

Our continuing education opportunities allow you to take your skills to the next level and promote personal, as well as professional development. Topics include public speaking, sales effectiveness, employment law, customer service and more.

INVESTING IN EDA OF BAY COUNTY

The Bay County Chamber partners with the Economic Development Alliance (EDA) of Bay County, a private-public partnership of business and government working together to build a stronger economy. The EDA serves as the primary economic development organization for Bay County and works closely with Enterprise Florida, the state's economic development partnership. Economic development helps to create wealth in our community which leads to job growth, higher wages and an expanded tax base.

The EDA offers opportunities for private companies and individuals to invest in the economic future of the community, and provide additional resources to support the organization's aggressive efforts in attracting new jobs and investments.



For more information about the EDA, visit: www.BAYEDA.com or call (850) 215-9965.



chamber committees

AMBASSADORS

Mission: To serve as the official diplomatic representatives of the Chamber of Commerce, coordinating ground breakings, grand openings and other interactions between the Chamber, its membership and the public.

BAY BUSINESS CONNECTIONS (BBC)

Mission: To provide business professionals an opportunity to come together to network and share business leads and referrals with the intention of increasing business.

BAY YOUNG PROFESSIONALS (BYP)

Mission: To enrich our community by uniting and developing our young professionals.

EDUCATION COMMITTEE

Mission: To serve as the liaison between the business community and the Bay County Education System.

FIRST RESPONDERS APPRECIATION TASK FORCE

Mission: To show appreciation and recognition to the first responders in our community.

GOVERNMENTAL AFFAIRS

Mission: To monitor activities of local, state and federal governmental entities, specifically targeting issues affecting business and enhance the working relationship between the Chamber and governmental leaders.

INDUSTRY APPRECIATION CELEBRATION (IAC) TASK FORCE

Mission: To shine a spotlight on companies that help diversify Bay County's economy by acknowledging existing businesses in appreciation for their involvement in the community, and their contributions to economic development.

MILITARY AFFAIRS COMMITTEE (MAC)

Mission: To promote a cooperative working relationship and direct support to the local military installations by the business community.

TOURISM APPRECIATION MONTH TASK FORCE

Mission: To recognize Bay County's number one industry during the month of May.

DID YOU KNOW?

You can use the meeting space at the Bay County Chamber. Equipped with a Smart TV, this convenient space is FREE to conduct meetings, interviews, educational events and more! Chamber Members may reserve the space by calling (850) 785-5206.





membership application

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ **STATE:** _____ **ZIP:** _____

PHONE: _____ **FAX:** _____

COMPANY E-MAIL: _____

WEBSITE ADDRESS: _____

FACEBOOK LINK: _____

LINKEDIN LINK: _____

TWITTER LINK: _____

YOUTUBE LINK: _____

TOTAL NUMBER OF EMPLOYEES: _____ FT _____ PT

CONTACTS: Please list employees that would benefit by being involved with your membership. Include additional employees on separate page.

(1) **MAIN CONTACT:** _____

E-MAIL: _____

(2): _____

E-MAIL: _____

(3): _____

E-MAIL: _____

(4) **BILLING REP:** _____

E-MAIL: _____

(5) **MARKETING REP:** _____

E-MAIL: _____

SIGNATURE: _____

BUSINESS CATEGORY/KEYWORDS:

1. _____

2. _____

3. _____

WHAT IS YOUR EXPECTATION OF YOUR MEMBERSHIP WITH THE BAY COUNTY CHAMBER OF COMMERCE ?

REFERRED BY: _____

Annual Membership Investment \$ _____

Military Affairs Committee \$ _____

Ambassadors \$ _____

Other: _____ \$ _____

TOTAL PAYMENT ENCLOSED: \$ _____

Please charge my: Visa Mastercard AMEX Discover

Credit Card #: _____

Exp. Date: ____ / ____ **Security Code:** _____

Name on Card: _____

____ **CHARGE MY CREDIT CARD ONE TIME ONLY**

____ **YES, I WOULD LIKE TO SIGN UP FOR AUTOPAY**

____ **I AUTHORIZE THE BAY COUNTY CHAMBER OF COMMERCE TO DRAFT MY MEMBERSHIP INVESTMENT FROM THIS CREDIT CARD ON AN:**

ANNUAL **SEMI-ANNUAL BASIS**

____ **YES, I AUTHORIZE E-MAIL COMMUNICATIONS FROM THE BAY COUNTY CHAMBER OF COMMERCE.**

DATE: _____ **ACCT.REP:** _____



i want to get involved

PLACE A CHECK IN THE BOX FOR ALL COMMITTEES YOU ARE INTERESTED IN JOINING.

- | | |
|--|---|
| <input type="checkbox"/> AMBASSADORS *Additional Fee | <input type="checkbox"/> GOVERNMENTAL AFFAIRS COMMITTEE |
| <input type="checkbox"/> BAY BUSINESS CONNECTION (BBC) | <input type="checkbox"/> INDUSTRY APPRECIATION CELEBRATION TASK FORCE |
| <input type="checkbox"/> BAY YOUNG PROFESSIONALS (BYP) *Additional Fee | <input type="checkbox"/> LEADERSHIP BAY *Additional Fee |
| <input type="checkbox"/> EDUCATION COMMITTEE | <input type="checkbox"/> MILITARY AFFAIRS COMMITTEE (MAC) *Additional Fee |
| <input type="checkbox"/> FIRST RESPONDERS APPRECIATION TASK FORCE | <input type="checkbox"/> TOURISM APPRECIATION MONTH TASK FORCE |
| <input type="checkbox"/> I AM INTERESTED IN ADVERTISING | <input type="checkbox"/> I AM INTERESTED IN SPONSORSHIPS |

NAME: _____

BUSINESS NAME: _____












PHONE NUMBER: _____

E-MAIL: _____



2020 New Member Benefits

Congratulations on becoming a member of the Bay County Chamber of Commerce. As a new member, you will receive the following complementary items:

Benefit	Description	Value
 eBiz Newsletter Ads	New members receive two business card ads in our bi-weekly, electronic newsletter, which can be linked to website, flyer or social media page.	\$100
 News Herald Ad	New members receive a one time quarter page (4" x 10") ad in the Panama City News Herald printed newspaper.	\$440
 Banner Ads on MyPanhandle.com (WMBB News 13)	New members receive a web banner ad for one month, guaranteed to have more than 20,000 page views.	\$100
 iHeart Media Radio Spots	New members are promoted and welcomed through radio spots on iHeart Media radio stations, the e-Biz newsletter, Bay Biz Magazine, and the Chamber's social media and website.	\$1,400
 Grand Openings and Ground Breakings	We will coordinate grand openings and ground breakings with our ambassadors and share your announcement with our members at your request. The ribbon cutting photo is pictured in the e-Biz newsletter and the Chamber's social media and website.	\$80
 Membership Referral Service	The Chamber only refers our members to the thousands of phone calls, walk-ins and online requests we receive each month. A report of our website and the referral database is created upon request.	\$350
 Exposure and Networking Opportunities	Attend our events to gain business exposure and potential new business.	\$150
 Meeting space for members	Use our boardroom to hold your meetings and events year-round. Sales of goods and services is prohibited.	\$350
 Chamber Lobby Advertising	The Chamber lobby display is available for members to place their business cards, fliers, brochures, magazines, or any other information. The Chamber lobby is visited by many individuals daily, looking for information and opportunities in Bay County.	\$450
 Tell others about your accomplishments	Members can submit business news such as new hires, job promotions, new programs, awards, and other accolades to appear in the Bay Biz Magazines "Biz List" section.	\$140
	Total	\$3,560
	Your Cost	\$0
 Advertising that Works	Advertising opportunities in our publications are only available to our members. Publications include Guide to Discovering Bay County, Relocation Packet Program, Bay Biz Magazine, Website, sponsorships and more.	Ask for details

Thank you for becoming a member of the Bay County Chamber of Commerce and helping us build a better Bay. An investment in the Chamber is an investment in your community.