

Lake Vermilion Area CHAMBER OF COMMERCE

2012 RENEWAL / NEW MEMBER INVITATION

The chamber had another record year in new memberships, website traffic, and advertising. We reached a new high with 67 members and we want thank each and every one of you that were part our great success in 2011! We also ran a summer long promotion that gave away a 51" HD TV to those that shopped at chamber member establishments and simply filled out a coupon to get discounts at participating locations. Our goal was to get people to shop locally and drive more traffic to our website while at the same time providing us a chance to run large color ads all summer long promoting the chamber.

We invite you back if you're a current member or to join us in 2012 for what should be our biggest year yet. Right now we are discussing producing **TV ads for the local Lake Vermilion area** and airing them not only in the Duluth market but possibly in some much larger markets such as Minneapolis, Rochester, St. Cloud, Brainerd, etc... over the next few years. We are looking to focus our marketing on not only bringing tourist to the area but as a place to Live, Work, or start a business as well as drive traffic to our website.

We are keeping our chamber cost the same at a very low **100.00 for the entire year** which gets you listed on our extremely high traffic website with logo & links, a listing in our Lake Vermilion Area brochures that are distributed throughout the state including the Mall Of America, The Minneapolis airport, State rest areas, a great deal of Information centers, etc..., And access to all of our tools. We had a huge demand for the brochures this year! The LVRA had to do a whole new printing and the calls still keep coming in.

Here are other powerful tools that we use to promote our chamber members:

FACEBOOK PAGES: Tower Mn, Lake Vermilion State Park, Lake Vermilion Chamber, Soudan Mn, McKinley Park, HooDoo Point Campground, Tower Farmers Market, Tower Soudan Historical Society

WEBSITES: Lakevermilionchamber.com, Lakevermilionstateparks.com, Towersoudan.com, Cityoftower.com

OTHER: Many Newspaper ads, Lake Country Fun Times visitor's guide, LV Area Brochure, Explore Mn

We have been working hard to make sure that we find every opportunity to help promote our chamber businesses and help them be successful. We invite members to attend meetings and share ideas anytime. If you have a promotion going on you can email us and we will use our tools to get that word out there! To join us you can fill out the form enclosed or online at our website www.Lakevermilionchamber.com.

Thank you to our current members and we invite everyone to join us for a big 2012 !

Executive Director, Troy Swanson

2012 LAKE VERMILION CHAMBER OF COMMERCE RENEWAL FORM

One more note: The chamber recently took over the responsibility of the Tower-Soudan 4th of July Parade in 2011 and hope to keep doing that for years to come!

FOR CURRENT MEMBERS: Please review your current placement on our website at Lakevermilionchamber.com and make any changes if needed below.

FOR NEW MEMBERS: Fill out the form and send 100.00 to the address below.

OR: Email me the changes or new listing information at troyswanson@hotmail.com

You can pay online at our website using debit cards, MasterCard, Visa, etc under
Chamber Members/Join

BUSINESS NAME:

ADDRESS:

CHANGES YOU'D LIKE ON YOUR WEBSITE PLACEMENT:

WEBSITE LINK (if any):

Send photo/logo as a JPG or GIF. I can put up to 2 images on your listing with links. Just send it to TroySwanson@Hotmail.com or for any other question just email or call 218-753-8909 anytime. Your business can be listed in multiple categories. At only 8.33 per month this is a true value. Let us go to work for you today !

SEND THIS FORM IN WITH YOUR PAYMENT OF 100.00 FOR THE ENTIRE YEAR TO:

LAKE VERMILION CHAMBER OF COMMERCE PO BOX 776 TOWER MN. 55790