

## EXCLUSIVE MEMBER ENGAGEMENT CHECKLIST

- ✘ Benefits included with membership
- ▲ Available to non-members at a higher rate

## CONNECT - Network to grow your business

- [Business After Hours \(2nd Tuesday\)](#)
  - ✘ Attend these monthly events, held January-November at a sponsoring business, from 4:30-6 p.m. Learn about the sponsor business, network with other members, bring your business cards.  
  
*Host business after hours for \$150 sponsor fee. You provide the refreshments and work with the Ambassador Committee to coordinate details.*
- ✘ [Business Connect Tour – Crosslake & Pequot Lakes](#)  
*In May, businesses in the Crosslake and Pequot Lakes area host evening tours of businesses to learn about products and services offered by their neighbors.*
- [Business Expo & Holiday Extravaganza](#)
  - ✘ Attend  
*The eat, meet, and greet event of the year, this early December event showcases about 60 member businesses, and features hors d'oeuvres, silent auction, and cash bar. Purchase a booth to promote your product or service, or attend the event at no charge.*
- [ChamberNet](#)  
*Every two weeks members from non-competing businesses meet to learn about each other and share leads. The annual fee to participate is \$75.*
- [CHOW Time Lunch](#) (1<sup>st</sup> Wednesday and 4<sup>th</sup> Thursday)
  - Attend - \$5 pre-registered
  - Host this monthly lunch, generally held two times a month in various locations to showcase your business. Your hosting fee is \$150 and you receive the revenue generated from attendees.
- ✘ [Committee Volunteer](#)  
*Join a committee to facilitate the Connect activities. Get involved!*
- [Lakes Vybe – age 21-40](#)
  - ✘ Participate  
*Through monthly lunch programs and after hours social events this program encourages business networking and connections.*
- ✘ [LinkedIn Group – Brainerd Lakes Chamber](#)  
*Join our LinkedIn group to participate in business to business conversations online.*
- ✘ [Membership Maximizer](#)  
*For those new to the chamber, as new members or staff, interested in learning how to engage in Chamber programs.*
- ✘ [Ribbon Cuttings/Welcome Visits/Groundbreaking Ceremonies](#)  
*From welcoming new members, new owners or managers, locations, and expansions, the Chamber's Ambassador committee coordinates these events to showcase the member business.*

## LEAD – As an advocate for business

- ✘ [Bridges Workplace Connection](#)  
*This Chamber program helps develop your future workforce by offering job shadows, career exploration day, speakers in the classroom, and teachers in the workplace for 23 high schools in central Minnesota to develop our future workforce.*
- [Business Day/Tourism Day at the Capitol](#)  
*Members are encouraged to attend these annual lobbying events in St. Paul and visit with area legislators about issues important to you.*
- ✘ [BusinessConnection \(mnbizconnect.com\)](#)  
*This online resource answers questions about operating and growing your business.*
- ✘ [Business Gives](#)  
*A statewide recognition program for businesses contributing at least 2% of their net income to charitable causes, and includes an annual training program to help you establish a giving program.*
- [Business Owner Executive Roundtable Table \(BOERT\)](#)  
*Meet once a month with other business owners/executives to discuss shared issues, learn from each other, and network. \$75/year.*
- ✘ [Committees - Policy](#)  
*Active committees work on your behalf to stay abreast of policy issues affecting business, and develop educational programs or positions on behalf of the Chamber.*
- [Eggs 'n Issues Legislative Breakfast](#) ▲  
*Facilitated conversations with State legislators about business issues are held at least once a year.*
- [Lakes Area Job Fair](#) ▲  
*An annual event held at Central Lakes College.*
- [Leadership, the Lakes Area](#) ▲  
*Enhance your individual leadership skills and learn about the systems that get things done in the Brainerd Lakes Area. Starts with a two day retreat, and then one day a month for five months.*
- ✘ [Legislative Conference Calls](#)  
*During the legislative session join other Chamber members for a conference call with lobbyists from the Minnesota Chamber about key business issues.*
- ✘ [Member Survey](#)  
*The Chamber is a member focused organization. To operate effectively, we need your input. Guide the Chamber's programs and services by participating in member surveys.*
- ✘ [Webinars and Workshops](#)  
*Various workshops are offered to members throughout the year – some as webinars, some in person workshops.*
- [Votebrainerdlakes.com](#)  
*The Chamber facilitates conversations with candidates running for local and county offices and publishes the results online to support voter education.*

## GROW – Through Numerous Opportunities

### CHAMBER EVENTS:

- [Annual Dinner](#)  
*This Fall event celebrates the work of the Chamber and recognizes volunteer leaders. Businesses can decorate tables to promote their business, as well as attend individually.*
- [Brainerd Lakes Marketplace](#) ▲  
*An annual consumer trade show sponsored by the Chamber at the Brainerd Civic Center and Gold Medal Arena that attracts over 5,000 people on a Friday/Saturday in early spring. Booths start at \$360.*
- [Golf Tournament & Fundraiser](#)  
*The Golf Tournament in the Lakes Area, this event attracts about 300 participants at a world-class golf facility in our region. Hole sponsors, individual or team participation, as well as overall tournament sponsorship is available.*
- [Sporting Clays](#)  
*An annual networking event for shooting enthusiasts that includes individuals and teams, as well as station and event sponsors.*

## MARKETING OPPORTUNITIES & RESOURCES:

- [AdverTEES](#)  
*The Chamber's welcome center staff wear your business branded tee-shirts to promote your business during high traffic times of the year for a small fee. Funds generated support the welcome center operations.*
- [BookIt Direct](#)  
*Lodging businesses with online reservations can participate in this unique lodging booking service that is promoted through the Chamber's web site.*
- [Brainerd Lakes Area Guide](#) ▲  
*Over 100,000 copies distributed in print, and thousands of views to the online publication. Your basic business listing is included in the publication and you can purchase an enhanced listing or display ad from \$175.*
- [Brochure Distribution at Welcome Centers](#)  
*Deliver your business brochures to any of our locations and we'll distribute them to the Highway 371 welcome center, and if appropriate, neighborhood centers in Pequot Lakes and Crosslake.*
- [Bulk Mail Permit](#)  
*Use the Chamber's bulk mail permit number for mailings of over 200 pieces of the same item to share postage expenses.*
- [Business Referrals – Phone/In-person](#)  
*The Chamber refers it's members when consumers are seeking a product or service. The referrals occur in person at one of our centers, via phone, email, online directory at [explorebrainerdlakes.com](#), or your business listing in the annual Brainerd Lakes Guide.*
- [Chamber Bucks](#)  
*About \$60,000 in Chamber Bucks are distributed as universal gift certificates to be spent at participating businesses. Enroll to be a participating business.*
- [Committee Volunteer](#)  
*Join a committee to facilitate the Grow activities. Get involved!*
- [Display Window on South 6 Street at Brainerd Office](#)  
*Reserve this display window to promote your business. First come, first served for one week.*
- [explorebrainerdlakes.com - Business Directory](#)  
▲ [Gold Package](#)  
*You receive a basic listing online with your membership. Enhance your web presence with a gold package that includes posting unlimited Hot Deals, preferred placement and expanded description in the search results, and an expanded description on your business page for \$20/month.*
- [explorebrainerdlakes.com – Hot Deals](#)  
*Included with a Gold Package, or purchase one week for \$25.*
- [explorebrainerdlakes.com – Events Calendar](#)  
*Hosting special events? Submit your event online.*
- [explorebrainerdlakes.com – Jobs](#)  
*One of the most popular sections of the web site, use the Jobs section to promote your job openings.*
- [explorebrainerdlakes.com – Banner Advertising](#)  
*Promote your business with banner advertising.*
- [Making Waves Weekly E-mail](#)  
*For as little as \$30/week, promote your product or service to about 2200 member business representatives.*
- [Member-to-Member Discounts](#)  
*Many members offer special discounts for Chamber member business owners and employees.*
- [My Chamber App](#) – iPhone application  
*The Chamber's mobile application features member businesses.*
- NAVTEQ GPS information upload  
*As a member, your GPS location is automatically uploaded to NAVTEQ, which feeds Yahoo maps.*
- [One-Time Use Member Representative Listings or Labels](#)  
*For a small administrative fee, you can receive a list of member businesses and primary (or all) representatives for your direct mail purposes.*
- [Photo Library](#)  
*Looking for images of the area for your marketing purposes? The Chamber's photo library is available to members.*
- [Promotion: Twitter, Facebook, Blogs, YouTube, Picasa Photo Gallery, Public Relations](#)  
*The Chamber actively promotes members and the area with Social Media tools.*
- [Tourism E-newsletter Advertiser](#)  
*Reach over 13,000 subscribers through the monthly tourism e-newsletter by sponsoring an issue for \$150.*
- [Website Content](#)  
*The Chamber's web site contains hundreds of pages of reference materials. Link to this site to ensure accurate, up-to-date information for visitors to your site.*
- [Welcome Center Display Advertising](#)  
*For \$50 or more per month, reach the thousands of visitors at the Welcome Center with your targeted message.*
- [Your Chamber Connects insert](#)  
*Each month you receive the white Your Chamber Connects mailing with information about what's happening at your Chamber. Inserts from \$250.*

## COMMUNITY EVENTS:

- [Bean Hole Days/ Stars & Stripes Breezy Point-Pequot Lakes July 4th Celebration](#) ▲  
 Craft Fair     Parade Participant  
*Two weeks of summer celebrations in Pequot Lakes attract thousands of people. Sponsors are needed to coordinate these festivals. Members can participate as parade entrants at no charge.*
- [Big FUN Tuesdays - Crosslake](#) ▲  
*Fun games and prizes at Crosslake Town Square during the summer to encourage visitors.*
- [Crosslake Days](#)  
 Art & Craft Fair  
*Numerous special events are held throughout Crosslake including the famous Chili Cook-off.*
- [Crosslake in Bloom](#)  
*An annual program to encourage landscape plantings at residences and businesses throughout Crosslake, finishing with a lunch and garden tour.*
- [Ice Fest – Breezy Point](#)  
*Breezy Point's largest and most popular annual event attracts thousands of people to the area.*
- [Market in the Park](#) – Pequot Lakes ▲  
*Every Thursday in the summer months, a festive market appears at Trailside Park in Pequot Lakes to encourage visitors to the central business district.*
- [St. Patrick's Day Celebration in Crosslake](#) ▲  
 Parade Participant  
*The area's largest St. Patrick's Day parade attracts thousands of people to Crosslake. Members can participate in the parade at no charge. The celebration includes specials at participating businesses, and recognition of event sponsors.*
- [Taste of Pequot Arts & Crafts Show](#) ▲  
*This Fall festival attracts visitors to Pequot Lakes with great food and arts and crafts vendors.*
- [WinterFest](#) – Crosslake  
 Soup Participant/Event Host  
*The fun heats up in Crosslake in the winter with this community festival and soup cook-off.*