



2026 Gatlinburg Chamber of Commerce Ambassador Program

An Ambassador is an integral part of the Gatlinburg Chamber of Commerce, a chamber with a long and proud history. Throughout the years, your Chamber has been recognized as one of the prime contributors to the growth and vitality of the Gatlinburg community.

Ambassador Mission Statement

The mission of the Ambassadors is to represent the Chamber by exhibiting the highest degree of professionalism, knowledge and integrity to our members and the business community. Ambassadors will serve as the greeting arm of the Chamber to promote new member participation and member retention.

Ambassador Involvement Opportunities

- Bringing new Members to our Chamber
- Promote sponsorship opportunities
- Event greeters and volunteers at GCVB/Chamber of Commerce Events
- Grand Openings
- Ribbon Cuttings
- Business After Hours
- Ground Breakings
- Member Feedback and Follow-up
- Business During Hours
- Dine & Discover
- Meet Your Partner Program

Ambassador Rewards

- Recognition in newsletters
- Networking Business building opportunities
- Pride through community involvement
- Social Media recognition

Ambassador Qualifications

To qualify, a person must own or be employed by a Chamber Member in good standing with the Gatlinburg Chamber of Commerce and must be willing and able to make the commitment to the Ambassador Program. The business can be a Regular Member, Business Partner Member or Patron Member. An Ambassador application must be completed and submitted to the Chamber Membership Committee for approval.

New Ambassadors will be asked to serve a **3-year term**. Once the term ends, Ambassadors will have to sit out of the program for at least one calendar year. This does not mean businesses will have to sit out of the program, only individual Ambassadors. Current businesses who are a part of the program will reserve the right to replace existing Ambassador with another employee.

New Ambassadors must have been employed a minimum of 6 months with their company to apply unless prior written approval from employer has been obtained. This allows the potential applicant to become familiar with and settled into their new jobs and gives the applicant an opportunity to determine whether they will have the time to fulfill the

Ambassador responsibilities in addition to their employment obligations. Their employer must be a member in good standing of the Gatlinburg Chamber of Commerce.

Ambassador Group

The Ambassador Program will consist of no more than fifteen Ambassadors. This will provide for an elite group that is dedicated and well-versed with the Chamber and who are an asset to the organization and its members.

Applications for the Ambassador Program can be submitted at any time and will be kept on file with the Chamber Division Manager for a twelve-month period. Should an opening become available, the vacancy will be filled with the applicant who has been a member of the Gatlinburg Chamber of Commerce for the longest amount of time.

Expectations

1. Complete Ambassador Program application. Any new nominee forms will be presented to the Gatlinburg Chamber of Commerce Membership Committee for approval.
2. Sign a yearly Ambassador Commitment form.
3. Attend Ambassador Meetings (bi-monthly beginning in February).
4. Greet Members at GCVB/Chamber of Commerce events.
5. Participate in promoting sponsorship opportunities.
6. Volunteer at GCVB/Gatlinburg Chamber of Commerce events.
7. Promote new membership.
8. Promote member retention.
9. Attend, Greet and/or Volunteer at Ribbon Cuttings & Grand Openings

Ambassador Commitment

Each year Ambassadors are asked to sign a commitment statement agreeing to:

- Adhere to our mission statement to honor the trust of the membership which I am a part of.
- Conduct myself in a manner which will reflect the credibility of the organization.
- No consumption of alcoholic beverages at any Gatlinburg Convention & Visitors Bureau (GCVB)/Chamber of Commerce event. If seen with alcohol, I understand my Ambassadorship will be terminated. If Ambassador attends an event, they are seen as an "on duty" Ambassador, meaning, one is not able to bypass volunteering the event in order to consume alcoholic beverages.
- Comply with all applicable policies of the GCVB/Chamber of Commerce.
- Readily disclose any potential conflict of interest.
- Preserve and maintain a high level of confidentiality of the information to which I become party to as an Ambassador.
- Refrain from representing myself as an Ambassador when speaking to the media. The only person who can speak on behalf of the GCVB/Chamber of Commerce is the President & CEO or the Public Relations & Communications Manager.
- Respect the integrity of my fellow Ambassadors and strive to advance the unity and harmony of the Ambassador Program.
- Serve as an Ambassador for the year 2024 and promote the Chamber of Commerce whenever possible through sharing its mission, benefits, activities and anything that would be beneficial to a Chamber Member or Potential Members.
- Attend a minimum of 5 meetings throughout the calendar year, but not limited to Business After Hours, Business During Hours, Ribbon Cuttings, Golf Tournament, Luncheons, Educational Seminars, and other special events.

- Volunteer for one or both of the city parades. Fourth of July Midnight Parade and/or Gatlinburg's Fantasy of Lights Christmas Parade. Exception to this requirement is if already working the parade for own business.
- As a representative of the GCVB/Chamber of Commerce, Ambassadors are not permitted to enter the door prize competitions.
- New Ambassadors will be asked to serve a 3-year term. Once the term ends, Ambassadors will have to sit out of the program for at least one calendar year. This does not mean businesses will have to sit out of the program, only individual Ambassadors. Current businesses who are a part of the program will reserve the right to replace existing Ambassador with another employee.

Ambassador Meetings

Ambassadors will meet bi-monthly from February through December, attending a minimum of three out of six Ambassador meetings throughout the calendar year. It's preferred for an Ambassador not to miss two consecutive meetings in a row.

The 9:00 a.m. meetings will be short meetings in the morning at the Chamber of Commerce Office Boardroom (located at 811 East Parkway). These meetings allow Ambassadors to network with one another while learning about current Chamber events and programs. Meetings are mandatory as this program is essential to the growth and retention of Chamber membership.

2026 Meeting Schedule

Ambassador meetings are held at the Chamber office and will begin at 9:00 a.m. unless otherwise noted.

Last Wednesday of every other Month with the exception of Q1. Months that meetings are held: January, April, June, August, and October. The December meeting will be held as an End of the Year Dinner to celebrate all accomplishments in 2026.

For additional information on the Gatlinburg Chamber of Commerce Ambassador Program, or if you would like to nominate a future Ambassador please contact:

Jessi O'Lear Webb

Chamber Division Director, Gatlinburg CVB/Chamber of Commerce
811 East Parkway, Gatlinburg, TN 37738
jessi@gatlinburg.com
(865) 436-0511

*****The Chamber of Commerce is currently in search of a new Ambassador Program Sponsor. If you or someone you know would like to participate in this capacity, please let us know!*****

Gatlinburg Chamber of Commerce Mission Statement

On behalf of our membership, The Gatlinburg Chamber of Commerce will promote, unify, inform, serve, and enhance the business community in a cohesive voice for the advancement of the economic, environmental, and social concerns of the community in order to make Gatlinburg a better place to live, work and visit.