

CHAMBER OF COMMERCE GUIDE



GATLINBURG.COM

# YOUR BRIDGE TO PARTNERSHIP

## THE MOUNTAINS *ARE* CALLING

YOUR GUIDE TO MEMBERSHIP,  
EXCLUSIVE MARKETING, NETWORKING, &  
SPONSORSHIP OPPORTUNITIES





# CHAMBER OF COMMERCE

## MISSION STATEMENT/VISION

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.

## MEMBER DIGITAL BENEFITS

It is always the goal of the Gatlinburg Chamber of Commerce to serve the membership to the best of its ability by creating beneficial partnerships. As a Member you have many benefits available that are designed to help market your business in an economical way.

## GATLINBURG.COM

Members receive a free 30-word listing on Gatlinburg.com with the opportunity to purchase a variety of programs to enhance your profile. With featured rotation, Members can include a link to their website, additional photos, and a video. Gatlinburg.com boasts more than 5 million sessions annually.

## CHAMBER WEBSITE

All Members, including Business Partners, receive a listing on Gatlinburg.com/Chamber, which includes the business name, address, phone number, email, and a 30-word description. The Chamber website also includes password protected sections for the Member Portal and Extranet, allowing members to access additional resources and update the business profile.

## VISIT GATLINBURG APP

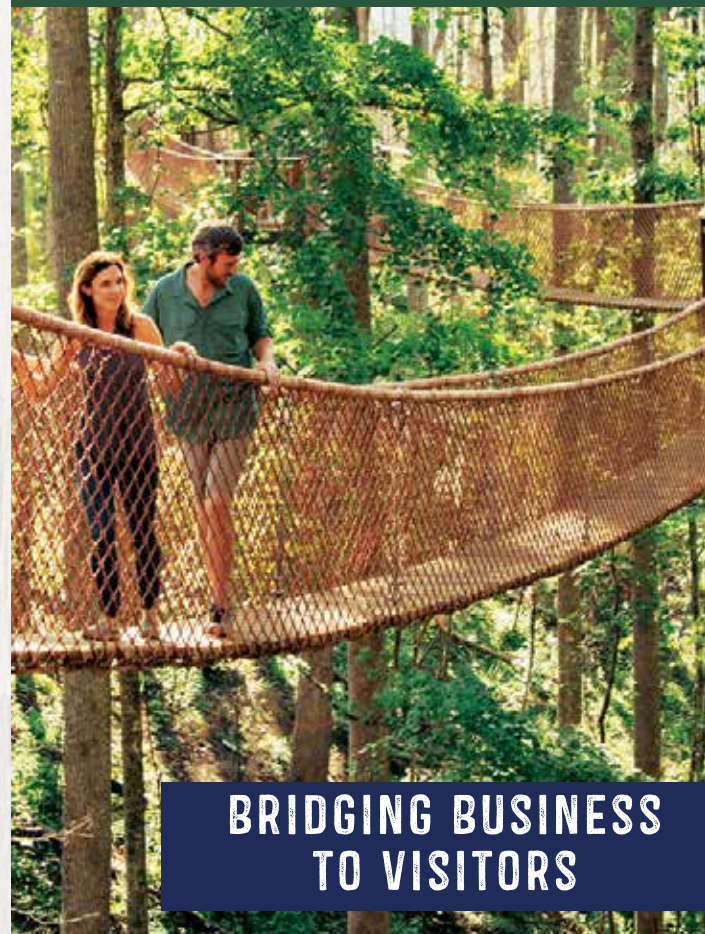
Members receive a free 30-word listing including address, phone number, email address, website and one image. The app has been downloaded over 200,000 times and has had 1.2 million active sessions. The app gives visitors access to member listings, parking maps, activity blogs, and the ability to track the trolleys in real time. This is a vital resource to our Members and visitors.

## CHAMBER BACKGROUND

The Gatlinburg Chamber began over 80 years ago. During the late 1930s, businessmen in the community banded together to form the first tourist bureau. In 1940, the newly-organized tourist bureau was chartered by the United States Chamber of Commerce. The Gatlinburg Chamber of Commerce was officially chartered as a nonprofit organization in June 1957.

## WHAT IS THE GATLINBURG CHAMBER'S ROLE?

The Gatlinburg Chamber of Commerce is a private, membership-funded business organization that continues to serve the business community through active involvement in citywide issues, the publishing, distribution and management of the Gatlinburg Vacation Guide and Gatlinburg.com. The chamber manages the daily attention to visitor mail, telephone, and Internet inquiries. With all the Chamber has to offer, there has never been a better time to become a Member of the Gatlinburg Chamber of Commerce.



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TO VISITORS**



# MEMBER PRINT BENEFITS



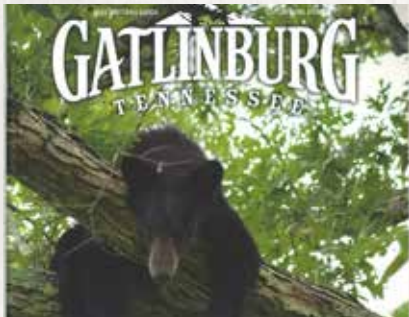
## OFFICIAL GATLINBURG VACATION GUIDE

As a Member, your business will receive a free 30-word listing with the opportunity to purchase display advertising. The Chamber prints and distributes approximately 500,000 copies of this publication annually. The Gatlinburg Vacation Guide contains detailed information about attractions, events, lodging, restaurants and shopping. The guide caters to traveling families as well as travel agents, AAA offices and state visitor centers. It is also available online on Gatlinburg.com as a downloadable PDF.



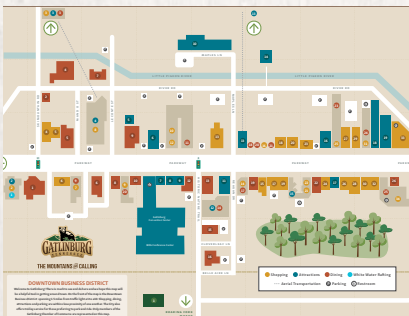
## OFFICIAL VACATION GUIDE MAILER PACKET PROGRAM

Regular Members can opt in to the Mailer Packet Program for a nominal fee. This allows Member businesses to insert a brochure into the official Gatlinburg Vacation Guide Packet which is mailed to all visitors who request information on vacationing in Gatlinburg. Approximately 80,000 Vacation Guides are mailed out each year.



## VISITORS GUIDE / IN-ROOM GUIDE

The official In-room Guide is a duplicate of the Vacation Guide minus the lodging section and is distributed to lodging members' facilities throughout the city. We print approximately 100,000 of these full color, high-quality pieces that are placed in more than 8,000 lodging rooms in Gatlinburg.



## OFFICIAL GATLINBURG CITY MAP

Regular Members in the Attractions, Dining, and Shopping categories receive a free listing on the official Gatlinburg City Map showing the location of your business. These maps are printed and distributed by the CVB/Chamber and displayed at the Gatlinburg Welcome Center. The maps are also offered to our lodging partners to provide to their guests.



## MEMBER DIRECTORY AND RELOCATION GUIDE

The Membership Directory and Relocation Guide is an easy reference guide for our member businesses and for those looking to move their family or business to our community. All Members receive a listing in this publication with the opportunity to purchase affordable advertising and sponsorship. An online membership directory is available in the Members Only section of Gatlinburg.com.



# MARKETING & PUBLIC RELATIONS

## DEDICATED STAFF

The GCVB has a dedicated staff and a multi-million-dollar budget to promote Gatlinburg as a premier vacation destination in print, broadcast, and social media. Member businesses are featured in news, current events, and social media promotions.

## TV 192

CHANNEL 192 is an “all Gatlinburg” TV station featuring only businesses located in Gatlinburg. It is seen throughout the Sevier County area on Charter Cable system in many motels, condos, chalets and cabins. It is also seen on Gatlinburg.com/tv192 & in the Gatlinburg Welcome Center and Chamber of Commerce office.

## GATLINBURG TROLLEY ADVERTISING

Gatlinburg Information Station is a marketing option for Chamber Member businesses and can be seen on all of the city trolleys. By advertising on the trolleys, Members have the opportunity to market to the one million visitors that ride the trolley in a typical year.



@gatlinburgtn @gatlinburgchamber  
@gatlinburgcvb



@travelburg



@visitgatlinburg



@visitgatlinburg

# VISITOR SERVICES

## VISITOR REFERRALS

Information Specialists relay general Gatlinburg information regarding Member businesses to incoming inquiry calls. The Chamber’s database program allows Members a more detailed description, providing area consultants with the most up to date information on each Member. A random referral program helps to create a fair opportunity to each Member for recommendation.

## WELCOME CENTER BROCHURE PLACEMENT

Regular Member businesses have the opportunity to place brochures in the display racks at the Gatlinburg Welcome Center. This allows visitors to readily access information promoting businesses in our community.

## MADE IN GATLINBURG

Member businesses who create and produce their products in Gatlinburg have the opportunity to sell their hand made products in the “Made In Gatlinburg” program at the Gatlinburg Welcome Center.

## VISITOR INQUIRY PROGRAM

The Chamber records approximately 80,000 requests for visitor, real estate, and relocation information each year. Opt-in inquiries are available to Chamber Members in the Member Portal for a nominal annual fee.





# GCVB SERVICES

## GCVB SALES TEAM

The GCVB Sales team generates Convention Center business by booking multiple events throughout the year bringing hundreds of thousands of visitors to Gatlinburg. The GCVB Sales team also works to connect Gatlinburg businesses with opportunities to provide services and products to the groups and conventions that are brought into the city.

## EVENTS DIVISION

The GCVB Events division produces large, city-wide events such as the 4th of July Midnight Parade, the Fantasy of Lights Christmas Parade, Winefest, Burger Week, and more! These events draw hundreds of thousands of visitors to Gatlinburg and feature our Member businesses.

# CHAMBER FOUNDATION

The Chamber of Commerce Foundation, a 501(C)(3) nonprofit organization, provides academic scholarship opportunities for traditional and non-traditional students in our community, along with business and community educational opportunities. The Foundation also works alongside Friends of the Smokies to provide resources to preserve and protect black bears. Chamber Members can support these programs by sponsoring events, donating prizes, and participating in the events.

## SPONSORSHIP OPPORTUNITIES

The Premier Sponsor program invites Chamber Members to make an annual, one time donation to the Chamber and Foundation to support the fundraising efforts and programs throughout the year. Benefits of sponsorship include business recognition on our social media platforms, in our weekly CVB/Chamber newsletter, and at all Chamber and Foundation events.



## ANNUAL MEETING & CHAMBER BANQUET

The Annual Meeting & Chamber Banquet is a wonderful evening of entertainment, information, and true celebration.

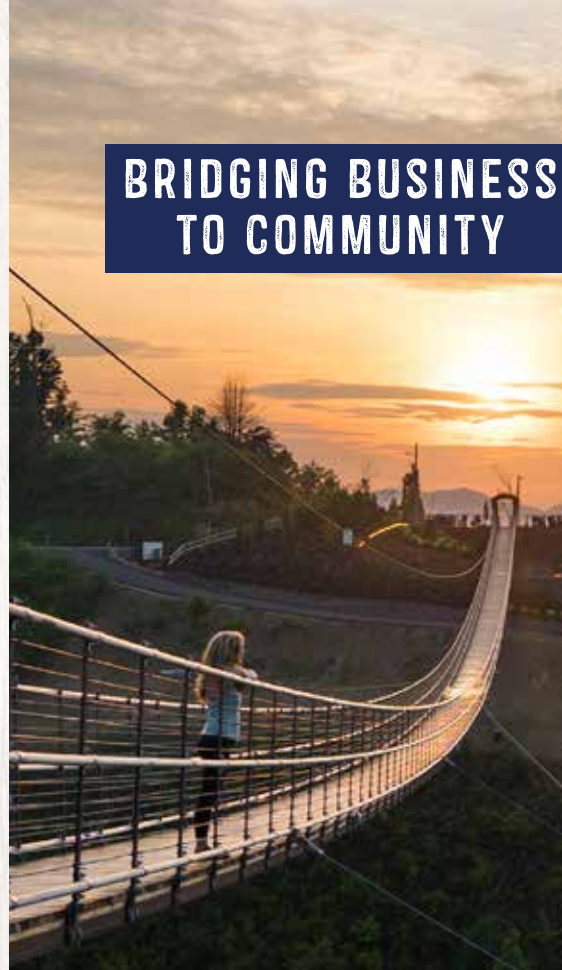
Every year, we are grateful for the opportunity to recognize our Premier Sponsors, celebrate the success of our Members, the extraordinary services of our community leaders and their devotion to Gatlinburg's prosperity.



## CHAMBER FOUNDATION EVENTS

- The annual Running with the Bears 5K Run/Walk invites runners & walkers of all ages to run the Parkway in beautiful downtown Gatlinburg.
- The annual Golf Tournament, held at the Gatlinburg Golf Course, invites golfers to play in a four person scramble format.
- All proceeds for these events benefit the Gatlinburg Chamber of Commerce Foundation.

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TO COMMUNITY**





# CHAMBER OF COMMERCE RESOURCES

## NETWORKING & EDUCATIONAL OPPORTUNITIES

The Gatlinburg Chamber of Commerce offers a variety of networking opportunities including Ribbon Cuttings, Business During Hours, Business After Hours and the Annual Meeting and Banquet. Various seminars are also offered throughout the year on topics of interest to our members including business classes, marketing updates and best practices.

## CHAMBER COMMUNICATIONS

Weekly enewsletter is produced to help keep Chamber Members up to date with information affecting business, county and city updates, Member highlights, PR/Marketing updates, and upcoming events.

## MEMBER TO MEMBER ADVERTISING

The Chamber's membership database is the perfect resource for promotional, targeted, direct mailings and emails to local businesses. Mailing addresses are available to members in printed lists or mailing labels. A nominal fee is charged for printing labels. Targeted email blasts can be sent to membership for a nominal fee.

## HEALTH INSURANCE

We partner with the Tennessee Chamber of Commerce & Industry and Aetna to offer our members the opportunity to purchase group health insurance and save on their health coverage.

## JOB BANK

The Gatlinburg Chamber of Commerce is dedicated to supporting members businesses recruit and hire qualified candidates. Members are encouraged to post hiring positions on [Gatlinburg.com/jobs](http://Gatlinburg.com/jobs) and offered access to additional resources.

## GOVERNMENTAL RESOURCES

The Chamber regularly hosts legislative functions to allow legislators from all levels of government to speak to our membership. The Chamber is committed to advocacy on behalf of our members and to being the voice of the business community in the political arena.

## ECONOMIC DEVELOPMENT

The Chamber works closely with City offices, the Sevier County Economic Development Council, the Tennessee Small Business Development Center, and others to ensure businesses looking to relocate and local businesses are given the tools to thrive.

## AMBASSADOR PROGRAM

Ambassadors serve as the greeting arm of the Chamber to promote new member participation and retention.



**BRIDGING BUSINESS  
TO GOVERNMENT**





## **GATLINBURG CHAMBER OF COMMERCE**

### **PHYSICAL ADDRESS:**

**811 EAST PARKWAY, GATLINBURG, TN 37738**

### **MAILING ADDRESS:**

**P.O. BOX 527, GATLINBURG, TN 37738**

**865-436-4178 | [INFO@GATLINBURG.COM](mailto:info@gatlinburg.com)**

**FACEBOOK: [@GATLINBURGCHAMBER](https://www.facebook.com/gatlinburgchamber)**

**WEB ADDRESS: [GATLINBURG.COM/CHAMBER](http://gatlinburg.com/chamber)**

**APP: [GATLINBURG.COM/APP](http://gatlinburg.com/app)**