

## ADDITIONAL BENEFITS

We are pleased to provide the following additional benefits and costs based on your membership investment level.

MEMBERSHIP LEVELS	LEADER	INVESTOR	PROMOTOR	SUPPORTER	MEMBER	NONPROFIT, ADDITIONAL BUSINESS OR SOCIAL (NON-BUSINESS)
MEMBERSHIP	\$250	\$250	\$250	\$250	\$250	\$150
ADVERTISING	\$1,745	\$1,245	\$745	\$245		
VALUE	\$2,850	\$2,100	\$1,600	\$600		\$250
YOUR COST	\$1,995	\$1,495	\$995	\$495	\$250	\$150
Listings by categories on website: <a href="http://visithighlandsnc.com">visithighlandsnc.com</a> & <a href="http://highlandschamber.org">highlandschamber.org</a>	X Ranked 1st	X Ranked 2nd	X Ranked 3rd	X Ranked 4th	X Ranked 5th	X Ranked 5th
Ad in <i>Experience Guide</i> – print and digital versions	X Full Page	X Half Page	X Quarter Page			
Listing in <i>Experience Guide</i> Business Directory – print and digital versions	X With logo	X With logo	X With logo	X With logo	X No logo	X No logo
Logo featured on Visitor Newsletter with link	X 4 times per year	X 3 times per year	X 2 times per year			
Facebook – Featured Post with link and/or tag	X 4 times per year	X 3 times per year	X 2 times per year	X 1 time per year		
Instagram – Featured Post with tag	X 4 times per year	X 3 times per year	X 2 times per year	X 1 time per year		
Stage and signage recognition at “Saturdays on Pine” concerts	X					

We are stronger when we work together.

*Join us!*

108 Main Street  
Highlands, NC 28741  
[visithighlandsnc.com](http://visithighlandsnc.com)  
[BusinessServices@highlandschamber.org](mailto:BusinessServices@highlandschamber.org)  
828-526-5841



Your Chamber  
Membership  
*Working for You*

THE HEIGHT OF HAPPINESS

HIGHLANDS

NORTH CAROLINA

— ELEV. 4118 —

[VISITHIGHLANDSNC.COM](http://VISITHIGHLANDSNC.COM)



# A Higher Approach

A great place to live is also a great place to visit and conduct business.

That's why we're committed to sustaining and building upon our thriving community while, at the same time, preserving what makes it special.

**More than 70% of Highlands businesses are Chamber members.** This is well above average, and we're proud of our strength in numbers!

Throughout the year, Highlands Chamber of Commerce/Visit Highlands, NC hosts events that enhance the quality of life for both residents and visitors alike, including:

Plateau Pickup  
Meander in May  
Volunteer Fair  
Highlands Bagpipers  
Outdoor Concert Series  
July 4th Fireworks  
Highlands Heritage  
Community Shred Event  
Halloween on Main  
Trim Our Town  
Light Up the Park & Main  
Christmas Tree Lighting  
Highlands Christmas Parade  
Santa at the Park  
Snow Fest at 4118

Additionally, we host special programs such as Leadership Highlands and our Tourism Grant Program and sponsorships, which support local non-profit organizations.



## OUR REACH

Our metrics tell the story. Through our various marketing and communication channels, we consistently draw strong followership and readership as we share Highlands, our happenings, and our business community.

**Web:** 3.5 million total impressions

**Facebook:** ~12,000 followers

**Instagram:** ~17,000 followers

**The Experience Guide:** 30,000 printed copies distributed across the southeast

**Highlands Chamber News** (weekly): Nearly 300 recipients; open rate 54% average

**Visitor Newsletter** (monthly): 3,000+ recipients; open rate 48% average

**Google Business Profile:** 5,044 views, 1,044 interactions and 200+ calls during first half of 2023

**Welcome Center:** 5,000+ visits, 3,000+ phone calls and 700+ emails annually

## WORKING FOR YOU

Highlands Chamber of Commerce/Visit Highlands, NC works year-round to provide support and services in three primary areas: **Advocacy, Marketing and Connection.** The following benefits are offered to all members, regardless of investment level.

### ADVOCACY

- Representation at local, state, and regional meetings
- Inclusion in surveys on important business issues



### MARKETING

- Your brochure displayed at the Highlands Welcome Center
- Ribbon Cutting event for new businesses
- Ranked listing on [visithighlands.com/highlandschamber.org](http://visithighlands.com/highlandschamber.org)

- Social media recognition when you join or renew

### CONNECTION

- Invitations to Business After Hours events
- Membership decal
- Subscription to weekly Chamber newsletter
- Use of Chamber conference room
- Invitation to join exclusive members Facebook group
- Notification of educational opportunities

