



CHAMBER OF COMMERCE | CONVENTION & VISITORS BUREAU

CHAMBER MEMBERSHIP GUIDE 2021



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WHO WE ARE

The Chamber/Bureau, with around 1,000 memberships, is the only organization in Summit County dedicated solely to the purpose of enhancing the local business environment. We are here to listen to our membership, work on their behalf and provide meaningful benefits for our members. When our member businesses thrive, the Chamber/Bureau and our business community prosper.



THE CHAMBER IS YOUR VOICE FOR BUSINESS IN PARK CITY.

We are a 501(c)6 non-profit business organization based in the state of Utah. We have a Board of Directors consisting of 30 Board Members who are the policy makers for the organization. We have a staff of 18 full-time and 7 part-time professionals in the Chamber/Bureau office and the Visitor Information Center.

WHAT WE DO

The Park City Chamber of Commerce | Convention & Visitors Bureau's mission is to promote the Park City and Summit County area as a historic, year-round mountain resort community with an ongoing Olympic legacy and enhance the guests' experience and our economic vitality.

Park City began pursuing its goal of becoming a tourism and recreation mecca over 50 years ago. It's been a long journey from very modest beginnings when our local mining company built Treasure Mountain, now Park City Mountain, to the international recognition and acclaim we enjoy today. One of the key ingredients of our success, in addition to our outstanding scenery, snow, and access, is our authentic spirit of welcoming and hospitality.

OUR MISSION

The Park City Chamber/Convention and Visitors Bureau is the champion of our local business community and of our community's brand. We strive to foster a successful economy through the promotion of the area as an attractive travel destination through community and regional collaboration.

OUR VISION

The most vibrant, welcoming and economically successful mountain resort community in North America.

OUR VALUES

Transparent
Results driven
Accountable
Collaborative
Knowledgable
Strategic



MEMBER BENEFITS

The mission of the Park City Chamber | Bureau is to be the motivating force in advocating, coordinating, leading and promoting existing and future business development, economic diversity, and tourism. Members have the opportunity to enjoy networking, marketing, education, and training opportunities throughout the year.

1 GROWTH  Grow your business for less than \$1 a day.	2 BUSINESS  Direct access to 1000+ companies. We are the region's most extensive business network.	3 NETWORK  Attend 30+ networking events annually.	4 CONTACTS  Increase your contacts.	5 DEVELOP  Create invaluable business development opportunities.
6 VISIBILITY  Expand your organization's visibility.	7 VOICE  The Chamber gives your business a voice.	8 IMPACT  Work hand-in-hand with political leaders on policies impacting your business.	9 LEADERSHIP  Grow through educational and leadership programs.	10 LEARN  Learn best practices that help propel your business.

The REAL Value of Joining a Chamber

"When consumers know that a small business is a member of the chamber of commerce, they are 49% more likely to think favorably of it and 80% more likely to purchase goods or services from the company in the future."

-The Shapiro Group, 2012

MEMBER REFERRAL PROGRAM

A robust and varied membership also allows us to offer valuable member benefits such as educational events, networking events, discounts, advertising opportunities and more.

Now you can help us grow and get rewarded at the same time!



Refer another business and if they join the Park City Chamber/Bureau within 60 days, you will receive a \$25 gift card from a participating member business. There is no limit to the number of rewards you can earn and after your fourth successful referral, your reward amount can increase further!



Your business can be an official Member Referral Program Partner! We request a minimum of six \$25 gift cards to your business. In exchange, you will receive recognition on our website, on our "Keep It PC" Facebook page and in our member newsletter.



MEMBER 2 MEMBER DISCOUNT PROGRAM



Chamber members can take advantage of our Member 2 Member Discount Program that offers exclusive discounts to members. Offer a discount to Chamber members and drive business to your company.

EXPOSURE, MARKETING & REFERRALS

- Member directory listing on VisitParkCity.com (site receives over 1,500,000 visits/year). Your listing includes a direct link to your website, logo, photos, links to Facebook, Yelp & TripAdvisor reviews & more.
- Event promotions & mentions on the Keep it PC Facebook page.
- Inclusion in the Summer & Winter Guest Guides for tourism businesses and the Locals Guide for Professional Services businesses.
- Mailing list access
- Use of the "Proud Member" logo
- Spot on Park City Television's "Mountain Morning Show"
- Access to Free Professional Marketing Photography

MEMBER DISCOUNTS



STAPLES



PROFESSIONAL DEVELOPMENT

- Monthly Lunch & Learns
- Annual on-site trainings by Google
- Various other professional development seminars

EVENTS & B2B OPPORTUNITIES

- Over 30 Member Events Annually
- Free Monthly Business After Hours Mixers
- Free Monthly Member Showcase
- Free quarterly Speed Networking
- And more!

ADVOCACY/GOVERNMENT RELATIONS

- The PCCB represents the collective interests of Summit County businesses at all levels of government. Updates on issues of importance are sent regularly to members.

NETWORKING & EVENTS

The best way to spread the word about your business is by making connections. Whether you're new to the local community or a veteran company that has been around for decades, your reputation grows as you engage in other influential entities within your community. From building your brand's presence to increasing sales, learn how you can use your membership to foster your company's growth.

Networking

We have events throughout the course of the year for you and your employees to participate in including Speed Networking, Business After Hours Mixers, Chamber 101 Welcome Breakfasts, and more. Our networking events give you the opportunity to meet face to face with other business members in the community in a casual atmosphere and make incredible connections.



Professional Development

Our monthly Lunch & Learn series is designed to address the needs of Summit County businesses by utilizing knowledgeable local member business owners to provide business education, skill-building, and connections. We offer a wide variety of topics in our Lunch & Learns to address our diverse member base and the ever-changing economic climate.



Annual Events

Each year the Park City Chamber/Bureau hosts four flagship events. The Wasatch Back Economic Summit, Economic Update Luncheon, Annual Meeting and Tourism Fall Forum allow members to network with fellow business owners, gain business insight, and celebrate the past, present and future of the Summit County business community.



COMMITTEES & COUNCILS

Many of our members actively participate in our volunteer committees and councils. Through these, Chamber members help set the course of our organization and ensure that the Chamber's actions accurately align with and represent of the needs and concerns of the business community.

BOARD OF DIRECTORS

The Board of Directors determines and is responsible for the Bureau's directions and policies. Help determine the goals and direction of the organization by running for a seat on the Board.

MARKETING COUNCIL

The Marketing Council provides planning oversight and guidance for the annual marketing and promotional programs produced by the Chamber / Bureau.

GROUP SALES MARKETING ADVISORY COMMITTEE

The Group Sales MAC helps the team formulate a sales and marketing plan for the meetings segment of the Park City tourism economy. The MAC talks through current trends and projections, review a SWOT statement, and formulate sales and marketing strategies/tactics to meet the goals of the department. It is a great way to network with peers in the meetings portion of the tourism industry providers.

COMMUNICATIONS MARKETING ADVISORY COMMITTEE

The Communications MAC is comprised of the community's public relations professionals. The group shapes the budget and activities of the Chamber's communications program. Each year, the Chamber encourages members who have public relations experience to apply for the Communications MAC. We appreciate their contributions and insights.

INTERNATIONAL MARKETING ADVISORY COMMITTEE

The International MAC is comprised of members from the community's sales and marketing professionals. The MAC reviews and discusses trends in the international market space to determine the best course of action and appropriate budget to increase year-round international visitation.

MAXIMIZE YOUR MEMBERSHIP

It's time for your organization to take advantage of Chamber events, committees, programs, and benefits that will impact your business. Whether you're a new member or have been part of the Chamber family for a while, learn how you can maximize your membership and get engaged immediately! Contact us for personalized assistance.

1

UPDATE CHAMBER PROFILE

Don't miss out on key information and updates from the Chamber. Log in and update your business profile. Let us know who from your company we should contact and update your preferences

2

ENHANCE YOUR LISTING

The member directory is the central point of connecting and doing business with fellow members. Make it easier for someone to find your business, or make your listing pop with simple directory enhancements.

3

DISPLAY OUR WINDOW DECAL

63% of consumers are more likely to buy from a Chamber member... so proudly promote your Chamber Membership with our 'Proud Member' window decal and membership plaque.

4

USE OUR LOGO TO PROMOTE

Raise your reputation through membership. Display the Chamber's electronic logo on your website, business cards and promotional materials. Let your customers know that you support our community.

5

SIGN UP FOR EMAIL NEWSLETTER

Our Membership team sends out twice-weekly newsletters: The Business Update on Tuesdays and the Member Bulletin on Thursdays. Sign up and start receiving updates and information!

6

OFFER MEMBER 2 MEMBER DEALS

Chamber members can take advantage of our Member 2 Member Discount Program that offers exclusive discounts to members. Offer a discount to Chamber members and drive business to your company.

7

JOIN A COMMITTEE

Chamber committees are a great way to meet people, build relationships and support professional development. If you are interested in a leadership role, joining a committee is a great first step.

8

FOLLOW US ON SOCIAL MEDIA

Looking for daily business community updates? Then follow us on social media! Stay connected with us on our Keep It PC Facebook Page and our Instagram!

OUR TEAM

Administrative Staff

JENNIFER WESSELHOFF

President & CEO

SUE KAPIS

Vice President of Operations

LOUISE GATHRIGHT

Executive & Marketing Assistant

Membership & Visitor Services

NANCY GRAY

Vice President of Member Services

LINDSAY FORD

Membership Development Manager

NATALIE KOHL

Member Services Manager

Group Sales

TONYA SWEETEN

Vice President of Group Sales

CAROLYN CREEK-MCCALLISTER

Senior National Sales Manager

KIM DAVIS

National Sales Manager

ALEX HAGN

National Sales Manager

Marketing, Communications & Tourism Sales

JIM POWELL

Vice President of Marketing

DAN HOWARD

Director of Communications

RACHEL MATUNAS

Communications Manager

CHAD WASSMER

Director of Tourism Sales & Marketing

ZACH FYNE

International Sales & Marketing Manager

SARAH MYERS

Director of Digital Content & Engagement

DUSTIN JOHNSON

Content & Social Specialist

Special Events

BOB KOLLAR

Vice President of Special Events