



## MEMBER EVENT SUPPORT & RECOGNITION POLICY

### **PURPOSE**

The Seward Chamber of Commerce & Visitor Bureau supports member events and initiatives that contribute to the economic vitality and positive living environment of the Greater Seward area, in alignment with the Chamber's mission:

**“To promote a diversified economy and positive living environment in the Greater Seward area.”**

As a public-facing organization representing a diverse membership, the Chamber applies consistent, objective criteria when determining which events and activities receive support, promotion, or recognition.

### **GUIDING PRINCIPLES**

Chamber support is guided by the following:

- Mission Alignment – Supports a diversified economy and positive living environment
- Economic Impact – Drives visitation, commerce, or local business engagement
- Member Support – Benefits Chamber members broadly and equitably
- Neutrality – We support members regardless of member's personal, political, or religious viewpoints
- Community Well-Being – Contributes positively to Seward's quality of life

### **TYPES OF SUPPORT**

Support may include:

- Promotion (website, social media, visitor center)
- Inclusion in Chamber publications and event calendars
- Physical recognition (flags, signage, or displays at Chamber facilities)
- Staff coordination or logistical support (as capacity allows)

### **ELIGIBILITY & DECISION-MAKING CRITERIA**

To ensure consistency and alignment with the Chamber's mission, staff will evaluate event support requests using the following criteria:

- Is the event hosted by a Chamber member or does it directly benefit Chamber members?
- Does the event support Seward's economic vitality (e.g., visitation, local spending, workforce, or business activity)?



## MEMBER EVENT SUPPORT & RECOGNITION POLICY

- Does the event contribute positively to the community, including connection, culture, or overall quality of life?
- Does the event avoid promoting harm, violence, hate speech, discrimination, or exclusion?
- Is support for this event consistent with how similar events have been handled?
- Is the request operationally feasible and aligned with the Chamber's role and capacity?

If the majority of these criteria are met, the Executive Director may approve event support.

### **NEUTRALITY STATEMENT ABOUT EVENT SUPPORT**

The Chamber actively engages in pro-business advocacy, supporting policies and legislation that strengthen Seward's economy, workforce, and business community.

The Chamber's advocacy work is separate from event support decisions, which are evaluated solely through this policy and its established criteria.

Event support and recognition are based on alignment with the Chamber's mission and established criteria. The Chamber does not endorse individual candidates or individual political, religious, or ideological viewpoints.

This includes, but is not limited to, events and activities that are cultural, seasonal, recreational, or community-driven in nature and that support local economic activity.

### **BOARD OVERSIGHT**

Events that present uncertainty or heightened community sensitivity may be referred to the Board of Directors for review.

### **POLICY REVIEW**

This policy will be reviewed annually to ensure continued alignment with the Chamber's mission and community needs.