



# Seward CHAMBER

Membership Packet



**Thank you for your interest in developing and investing your business with the Seward Chamber of Commerce!**

### *What is the Seward Chamber of Commerce?*

A traditional Chamber uses membership fees to act as an advocacy organization for member businesses. Chambers act as a business partner; organizing networking events, providing business development courses, and presenting business owners and the business community of Seward in a good light. We are a non-profit organization dedicated to the betterment of Seward as a business community and destination for people looking to live, work, and play.

The Seward Chamber also fulfills the requirements of a marketing and economic development contract with the City of Seward. Through this contract we work to showcase Seward and facilitate visitor experience. Our vision has stayed true for 30 years, for tourism of all kinds to be a vibrant, responsible component of Seward's economy and sense of place.

## *Pillars of the Seward Chamber of Commerce*

### **Promotion**

With your Chamber Membership, you are afforded valuable marketing opportunities on a range of platforms including: Visitor Center Rack Card Display & Referral Service, Social Media Marketing Opportunities on Instagram and Facebook, Chamber E-Newsletter Access, Seward.com Listings, Seward Visitor Guide Listings, One Sheet Listings, Seward.com Job Board, Seward.com Events Page and Seward.com Blog Page.

### **Networking**

When you join our Membership, you open yourself up to a wealth of experience and knowledge from our community of successful business leaders. The best ways to connect to mentors and resources are with the Chamber E-Newsletter and at our Chamber Events: Chamber After 5, Chamber Luncheons, Winter Weekends, Shop Small Events, Trade Shows and Conferences.

### **Advocacy**

As the voice of business in our community, our doors and ears are open for member feedback. Our goal is to effectively connect our members with resources to support their needs. As a conduit of information, we can bridge the gap and help direct your message to the appropriate audience.

### **Education**

We strive to bring value to the membership with relevant educational opportunities. Via the Seward.com Member Portal, Chamber E-Newsletter and Chamber Events, we share a curriculum designed for local businesses to succeed.

# Seward Starts Here

## Cornerstones of a Seward Chamber Membership



### Web & Print Business Directory Listings

All membership dues include an online business directory listing on Seward.com and print listing in the Visitor Guide.



### Community Access to Chamber E-Newsletter

Now open to anyone! Get your promotions seen by a wider audience.



### Member Events

We link our members to educational opportunities, local business resources, legislative representatives, community officials and each other through Chamber Luncheons & After 5's.



### <http://> Seward.com Member Portal

Seward Chamber Members have access to their online business portal that includes: their business listings, a community post board, a place to update their listings, view their referral tracking data and pay invoices.



### Brochure Display, Referrals & Tracking

Visitor Center Referral Service generates thousands of in-person, online, and over-the-phone targeted referrals for our member businesses.



### Winter Weekends & One Sheets

Members are featured on our year-round economic development and visitation efforts like Winter Weekends & One Sheets!



### Alaska Small Business Development Center

Free business advising resource open to the public. Schedule a meeting with the AKSBDC Small Business Advisor to help you at any stage of business.



Scan to request a meeting with small business advisor, KellyAnn Cavaretta



# Seward Starts Here

## What's New in 2025!



### Sponsored Advertising on Seward.com

Opt-in digital marketing program for members on Seward.com- coming in 2025!



### Last Minute Availability

Sign up for our "Last Minute Availability" lists on Seward.com to get your business in front of day-of referrals.



### Open Access to the Chamber E-Newsletter

Now open for anyone to opt-in! Expand your promotional reach to a broader audience and connect with the community.



### Lead Generation

We connect interested clients directly with our Economic Development Partner business through email marketing.



### Ribbon Cutting

Celebrate the grand opening or new location of your business with us!



### Maker Membership

New membership level for makers, crafters, artists and musicians, without a store-front.



### Crowdriff

Be featured on Seward.com collections or in-person at the Visitors Center!



## Seward.com

### Seward.com/Events

Post your event on the Events Page on Seward.com and keep up with everything going on!

### Seward.com/Blog

Read Member Spotlights, Seward Itineraries, Chamber News and more on our blog!

### Seward.com/Jobs

Attract employees and find career opportunities with this resource!

### Seward.com/Volunteer

Connect with Volunteer opportunities and recruit help for your events!





## Cornerstones of your Seward Chamber Membership

*Make the most of your membership!*



### **Advocacy**

The Seward Chamber of Commerce strives to stay abreast of relevant issues, and advocate for its members at every opportunity and level from City to Borough, State to Federal. Seward Chamber members enjoy representation locally at City of Seward Council Meetings, and throughout the community via an involved and active Board of Directors.



### **Alaska SBDC Office**

The Alaska Small Business Development Center office in our Visitor's Center is an invaluable resource to all businesses in Seward.



### **Premium Member Benefits**

Our Premium Membership was designed for those businesses that offer more than one, or a variety of, services. The following additional benefits let Premium members get the most promotional impact for their investment.



### **Member Spotlight**

Premium members are included in our online Member Spotlight series – a Seward.com feature about them and their business. Through these interviews, the Spotlight series introduces members who make our community an incredible place to live, work, and play.



### **Additional Directory Category Listings**

Additional directory category listings on Seward.com AND Visitor Guide (\$100 each). An opt-in for Classic members, Premium Members enjoy an extra directory category listing for their business included in their dues.



### **Economic Development Partner Benefits**

This exclusive partnership level includes all classic Chamber member benefits, plus many enhanced partnership options to maximize co-promotional opportunities for our community business leaders, including (3) print and online business directory category listings; permanent E-newsletter logo placement; preferred visitor center brochure display options; lead generation access; exclusive advertising and sponsorship opportunities; and e-news & social media marketing opportunities.

#### **Premier Rack Card Displays**

Premier rack card displays are included in the Economic Development Partner package. This includes a larger display at the Visitors Center as well as placement in local areas including the Alaska SeaLife Center (year-around), Cruise Ship Terminal, and Derby booth (seasonal).

#### **One Sheets**

The Economic Development also provides members with more visibility on our Winter One Sheets. An ED Partners' business will be highlighted and towards the top of their category on these sheets.

# Membership levels & benefits

- Your Seward Chamber Membership level is based on the average number of employees in your organization.
- Membership begins the day you join with annual renewal cycles.
- You will be contacted via email first if your membership is up for renewal, followed by mailed communication. Membership dues can be paid via check or with a credit card on Seward.com, over the phone, or in the Visitor's Center.
- 3 months of unpaid membership renewals will result in a "frozen" status that results in: deactivation of Seward.com listings, Visitor Center Referral and Rack Card Displays and all other Chamber benefits. We will resume once payment is received.
- As a member of the Seward Chamber of Commerce, you agree to uphold to the highest standards of professionalism, integrity and respect in all interactions. Members are expected to actively support the Chamber's mission, promote a positive business environment and represent Seward with honesty and inclusivity.

MEMBER BENEFITS	CLASSIC, NONPROFIT, MAKERS	PREMIUM	ECONOMIC DEVELOPMENT PARTNER
PRINT & ONLINE BUSINESS DIRECTORY LISTING	✓	✓	✓
VISITOR CENTER BROCHURE DISPLAY	✓	✓	✓
CHAMBER E-NEWSLETTER	✓	✓	✓
NETWORKING & EDUCATIONAL EVENTS	✓	✓	✓
BUSINESS REFERRALS	✓	✓	✓
EXCLUSIVE ADVERTISING OPPORTUNITIES	✓	✓	✓
MEMBER ADVOCACY	✓	✓	✓
TAX DEDUCTIONS	✓	✓	✓
MEMBERSHIP ORIENTATION SESSIONS	✓	✓	✓
E-NEWS & SOCIAL MEDIA ADVERTISING		✓	✓
BUSINESS DIRECTORY CATEGORY LISTINGS (2)		✓	✓
MEMBER SPOTLIGHT ON SEWARD.COM		✓	✓
RACK CARD DISPLAY AT AUXILIARY LOCATIONS		✓	✓
E-NEWSLETTER & SEWARD.COM LOGO PLACEMENT			✓
PREMIER VISITOR CENTER BROCHURE DISPLAY			✓
BUSINESS DIRECTORY CATEGORY LISTINGS (3)			✓
LEAD GENERATION ACCESS			✓

## Classic Annual Membership

1-4 Employees	\$240
5-9 Employees	\$300
10 + Employees	\$480

## Premium

1-4 Employees	\$390
5-9 Employees	\$450
10 + Employees	\$680

**Nonprofit**  
\$180

## Economic Development Partner

\$900

**Individual**

\$65

**Maker**

\$120



## New Member Application

The information in this section is for the individual assigned as the primary contact for the applying member business. It will be used by the Seward Chamber for invoicing, the Chamber E-Newsletter, invitations to chamber events, information regarding marketing opportunities and member surveys.

Full Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Phone: \_\_\_\_\_

Your membership year begins the day you join and renewal payments are due every 12 months. Membership level is based on the average number of full-time employees, including the owner/director/president. You will receive emailed communication when your renewal is due, followed by a paper mail out. If payment is not processed within 3 months, your account will be placed on a FROZEN status until payment is delivered.

### CLASSIC ANNUAL MEMBERSHIP

1-4 employees \$240  5-9 employees \$300  10+ employees \$480

### NON PROFIT OR GOVERNMENT MEMBERSHIP

\$180

### MAKER MEMBERSHIP

\$120

### INDIVIDUAL MEMBERSHIP

\$65

### BECOME A CHAMBER PARTNER

Economic Development Partnership \$900

### PREMIUM ANNUAL MEMBERSHIP

1-4 employees \$390  5-9 employees \$450  10+ employees \$680

Non-profit or Government \$330

### A LA CARTE ADDITIONAL BUSINESS DIRECTORY CATEGORY LISTINGS

QTY: \_\_\_\_\_ x \$120/ea

Additional category listing(s) on Seward.com AND in printed guide.

### ADDITIONAL BUSINESS DISCOUNT

I am the primary representative of an existing Seward Chamber member business and wish to join with an additional business (businesses must have different DBA & appropriate licensing). (-\$120)

## TOTAL DUE:



# MEMBER BUSINESS ACCOUNT & LISTING INFORMATION

The information in this section will be printed in our annual Visitor Guide and published in the online business directory on Seward.com

Business Name: \_\_\_\_\_

Business Website: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Email: \_\_\_\_\_

Primary Phone: \_\_\_\_\_

Please indicate your Category and Sub Category choice with a check-mark.

Classic Members receive ONE listing, Premium Members TWO, and Economic Development Partners THREE.

Additional Categories can be purchased for \$120 & renew with your membership.

**Local Services:**

- Accounting & Book Keeping
- Advertising & Media
- Auto Sales & Service
- Banking & Finance
- Boat Brokers
- Building Inspections
- Building Supplies
- Catering
- Churches
- Civil Engineering
- Computer & Web Services
- Concrete/Gravel
- Construction
- Dog Walking
- Dispensaries
- Equipment Rental
- Freight & Shipping
- Fuel & Energy Solutions
- General Contractor/Site Work
- Grocery/Liquor/Gas
- Insurance Agencies
- Janitorial
- Laundromat
- Luggage Storage
- Medical & Health
- Meetings & Events
- Office Supply
- Parking
- Photography

**Local Services:**

- Plumbing, Heating & Refrigeration
- Real Estate & Rental Management
- Resource Development
- RV & Boat Storage
- Seafood Sales & Processing
- Snow Removal & Firewood
- Social Services
- Telecommunications
- Veterinary Services
- Waste Management

**Travel Planning:**

- Booking & Travel Agencies
- Meetings & Events
- Visitor Information

**Attractions**

**Dispensaries**

**Fishing**

**Health & Wellness:**

- Body Work
- Fitness
- Spa
- Yoga
- Aesthetic Services

**Outdoor Adventures:**

- Boat Rentals
- Dog Sledding
- Fishing
- Flightseeing
- Glacier & Wildlife Cruises
- Gold Panning
- Guided Hiking & Ice Climbing
- Horseback Riding
- Kayaking & Paddling
- Multi-Day/Private Boat Charters
- Sailing
- Sightseeing
- Surfing
- Wildlife & Glacier Viewing
- Winter Sports
- Ziplining
- AK Fun & Games

**Marine Support Services:**

- Freight & Shipping
- Fuel & Energy
- Marine Research & Education
- Repairs & Maintenance
- Ship Building

**Organizations & Associations:**

- Alaska Native Organization
- Education & Research
- Government
- Non-Profit
- Professional Association
- Public Lands

**Shopping:**

- Art Galleries & Gift Shops
- Dispensaries
- Outdoor Gear
- Shopping

**Transportation:**

- Airlines & Air Taxi
- Car & RV Rentals
- Ground Tours & Transportation
- Rideshare & Taxi
- Water Taxi

**Accommodations:**

- Bed & Breakfast
- Cabins & Cottages
- Campgrounds & RV Parks
- Hostels
- Hotels & Motels
- Lodges & Resorts
- Vacation Rentals
- Wilderness Lodging

**Food & Drink:**

- Bars & Breweries
- Coffee & Sweets
- Food Vendors
- Restaurants

**Arts & Culture:**

- Art Galleries & Gift Shops
- Murals & Library Museum
- Photography