



# Membership Benefits

**Invest in Petersburg. Grow your business.**

Chamber membership identifies your business as an investor in Petersburg's future and a recognized community supporter. Through year-round promotion, networking opportunities, and visibility initiatives, members gain concrete marketing advantages and connections within Petersburg's business community.

## 1. ONLINE MEMBER DIRECTORY LISTING

The Petersburg Chamber website ranks consistently high in local business searches, making your business listing one of the most effective ways to be found by visitors and residents searching for Petersburg businesses and services.

### What's Included:

Each Chamber member receives a business listing featuring:

#### Visual Presence:

- Business logo
- 1-12 high-resolution photographs showcasing your business, products, or services

#### Business Information:

- Business name and description
- Contact details (phone, email, physical location)
- Direct website link

#### Why It Works

Your Chamber listing creates multiple pathways to your business:

- Search visibility: Visitors and residents find you through established Chamber SEO rankings
- Credible promotion: Official Chamber platform presentation
- Year-round referrals: Chamber office uses listings when directing inquiries to member businesses
- Consistent presence: Maintained visibility alongside other member businesses

#### Membership Requirements

Current Chamber membership required for all website listings:

- Each business requires a separate membership, including multiple businesses under the same ownership
- Membership dues must be paid in full by March 1 each year
- Unpaid memberships are removed from the website until payment is received
- Completed membership application required before listing is published

#### **Listing Accuracy**

Businesses are responsible for the accuracy of their website listing, including contact information, descriptions, and links.

#### **Corrections and Changes**

To report errors or request changes, email [pcoc@alaskan.com](mailto:pcoc@alaskan.com) with:

- Current (incorrect) information
- Corrected information

After an initial error correction, members receive one additional free change per calendar year. Additional changes beyond this are \$50 per change.

## **2. BUSINESS BROCHURE DISTRIBUTION AT VISITOR CENTER**

Chamber members can display printed brochures at the Petersburg Visitor Center and Chamber office, where thousands of annual visitors and local residents look for services, activities, and business information.

#### **Why It Works**

Your brochure reaches people at decision-making moments:

- Visitors planning their stay and looking for local experiences
- Residents seeking services and businesses
- High-traffic placement alongside other Chamber member materials
- Year-round visibility in Petersburg's central information hub

Members provide their own printed brochures for display.

## **3. PRIORITY BUSINESS REFERRAL FROM CHAMBER OFFICE**

When visitors and residents contact the Chamber office seeking local services and products, Chamber members receive priority referrals. Members can also provide business cards and brochures for the Chamber office to distribute.

### How It Works

The Chamber office fields inquiries via phone, email, and in-person visits. When someone asks for recommendations:

- Members providing that service are referred first
- Non-members are only mentioned if no member offers the service
- Referrals are based on your business directory listing information
- Your business cards and brochures (if provided) can be handed directly to inquiring customers

This creates direct connections between your business and people actively seeking what you offer.

## 4. ABILITY TO ACCEPT CHAMBER GIFT CERTIFICATES

Chamber members can opt in to accept Chamber Gift Certificates. A one-stop gift certificate valid at participating member businesses. Customers buy one certificate at the Chamber office that works across multiple member locations, making it a popular gift choice for locals and visitors.

### How It Works

When a customer pays with a Chamber Gift Certificate:

1. Write your business name and mailing address on the back
2. Submit to Chamber office (drop off or mail to PO Box 649, Petersburg, AK 99833)
3. Chamber sends you a check for the full certificate amount

Opt in to accept Chamber Gift Certificates when completing your annual membership application.

Chamber Gift Certificates work like a multi-store gift card - customers buy one certificate that's valid at any participating member business. Being part of this network brings customers who have spending money but haven't decided which business to visit yet. You become one of their available options.

## 5. COMMUNITY EVENT CALENDAR LISTING

Chamber members can list events, sales, and special activities on the Chamber's online Community Events Calendar, giving residents and visitors a central place to find what's happening in Petersburg.

### Submission Requirements

To list an event:

- Submit at least 45 days in advance
- Include: event name, location, date/time, and relevant details (admission, age requirements, special features)
- Optional: Upload photos or screenshots to accompany the listing
- Members are responsible for accuracy of submitted information

### Why It Works

Calendar listings increase event visibility while helping coordinate community scheduling to avoid conflicts. Your events appear on the Chamber website alongside other member activities, reaching both locals planning their week and visitors looking for things to do during their stay.

## 6. SOCIAL MEDIA SPOTLIGHTS (CHAMBER SPONSORED EVENTS)

When the Chamber organizes community events like Julebukking, Ladies or Men's Night Out, Trick-or-Treat, and other local celebrations, member businesses can opt in to be featured on promotional graphics shared across Chamber social media channels.

### How It Works

- Chamber announces upcoming event promotions via email, Members sign up via email or direct contact with Chamber staff
- Chamber creates promotional graphics listing all participating businesses with your hours/details
- Graphics are shared on Chamber Facebook and social media leading up to and during the event

### Why It Works

These event promotions reach residents and visitors when they're actively planning to participate, driving foot traffic to all listed businesses during peak community engagement times. Being listed positions your business as part of the event experience.

## 7. WEEKLY SOCIAL MEDIA SHARES FOR SALES & PROMOTIONS

Chamber members can submit sales, promotions, and special offers for the Chamber to share on its social media channels each week. Any member can participate, as often as needed.

### Submission Requirements

Submit via email or online form to the Chamber by Friday to be posted the following Tuesday:

- Business name and location
- Promotion details (what, when, dates/times)
- Image, graphic, or screenshot of your promotional content
- Link to your Facebook page or website (optional but recommended)

### Why It Works

Regular social media sharing on the Chamber's channels extends your promotional reach beyond your own followers, connecting with both residents and visitors who follow the Chamber for local business updates.

## 8. ELIGIBILITY FOR BUSINESS OF THE YEAR

Chamber members are eligible to be nominated for and receive the annual Business of the Year award. Members nominate candidates, and the Chamber board selects the winner.

### What Winners Receive

- Chamber plaque presented at the annual Chamber banquet
- "Business of the Year" designation in the member directory for that year
- Permanent listing on the Chamber website's Business of the Year history page
- Recognition as a standout contributor to Petersburg's business community

### Why It Works

This award provides lasting credibility through peer recognition and ongoing visibility on Chamber platforms. The historical archive on the Chamber website creates a permanent public record of your business's achievement that remains accessible to visitors and residents researching Petersburg businesses.

## 9. PRIORITY ACCESS TO CHAMBER BANQUET TICKETS

Chamber members can purchase tickets to the annual Chamber Banquet two weeks before the general public. With limited seating, this ensures members can secure tickets before the event sells out.

## Why It Works

The Chamber Banquet is Petersburg's largest annual business community gathering, featuring dinner, the Business of the Year award presentation, and community recognition. Priority ticket access means you don't risk missing the event due to sold-out seating.

## 10. MEMBER VOTES

What membership votes are used for based on the bylaws:

- Electing Board of Directors - Annual election of Chamber leadership
- Special elections - Voting on issues affecting Chamber operations and activities
- Bylaw amendments - Voting on changes to Chamber governance

Member votes determine Chamber governance and direction. Your votes elect the Board of Directors annually and decide on special issues affecting the Chamber. The number of votes you receive is based on your membership tier. Ballots are sent to your registered address by mail or email.