



**CORTEZ AREA
CHAMBER**
of Commerce

REASONS WHY TO JOIN THE CHAMBER

Increased Credibility

We put this one first because it's probably the most important. By marketing your business as a chamber of commerce member, you boost credibility and your business becomes more desirable to customers. You'll also have an advantage over your non-member competition, as customers will see your business as more trustworthy. In a National Study consumers were 63% more likely to buy from Chamber Members, and 57% more likely to think positively of their local reputation.

Connections

The Chamber can help connect you to the people and resources your business needs to grow and thrive. The business owners and operators you meet through the Chamber can become your clients as well as open doors to other companies that help grow your business. By networking with other members you'll find that you can access many different business resources to help solve problems or improve efficiency.

Business Advocacy

The Chamber serves as a voice for local business owners and industries at local organization and governmental entity meetings. This includes addressing issues that may arise with new regulations, taxes, fees, assessments, and costs directed at the member businesses they serve. It also helps protect the principles of free enterprise and aids businesses in being treated fairly. When you join the Chamber you become a part of that voice. Your role is relevant and your opinion becomes part of the many collective voices that together have a greater ability to influence public policy and government affairs.

Information & Training

You likely don't have time to stay on top of all the local, regional, and state issues which could impact your business, but that's at the heart of what we do. We keep you informed so that you can concentrate on growing your business. Newsletters, polls, surveys, and other business data accessed through the Member Resource portal can help you quickly and efficiently stay up to date on relevant business happenings. We also offer Training – Whether it is a leadership lunch, a seminar on improving your company's marketing, or a workshop on using QuickBooks, the Chamber hosts several programs to help you increase your skills in all aspects of your business.

Promotion & Referrals

The Cortez Area Chamber provides a variety of promotion and publicity options to help you grow your business and increase its visibility. This includes ribbon cuttings, sponsorships, advertising, and more. With over a thousand calls and requests for information every year, as well as, a strong social media and website following the Chamber is very well positioned to help increase your brand exposure and refer your business to new customers. When someone contacts the Chamber looking for a recommendation of a local business we will always refer our Chamber members first! Members who actively participate in networking events through the Chamber also tend to benefit from other Chamber members recommending and referring business to other Chamber members.

Giving Back & Community Involvement

Consumers along with other business owners and operators want to do business with someone who is vested in their community. When you give back to your community through active involvement in your local Chamber you're helping others, and that helps the business community become stronger. When the business community is vibrant and strong, the local economy is stronger, and that is good for all businesses that depend on consumers' ability to spend in the local marketplace.



June 2021



Dear Chamber Members and Prospective Members,

This past year was one of the most challenging years on record. Navigating the constantly shifting information, predictions, and regulations took its toll on all of us. As we officially put 2020 behind us, we look forward with optimism towards a bright future for our local business community.

2021 has brought big changes and new leadership to your local Cortez Area Chamber of Commerce. My name is Colton Black and I am the new Executive Director of the Cortez Area Chamber.

I come from a family that has called the Four Corners Region home for 6 generations. This area is my home, and I am very proud to have the opportunity to help contribute to its success and growth as the new Director for the local Chamber of Commerce. My background is in finance, investments, commercial lending, and business banking. Having spent over a decade working with small businesses I'm excited to leverage the knowledge and experience I've gained during that time to help and support the many great Chamber businesses here in Cortez!

Now that I have had a few weeks to get settled into my new role. I wanted to reach out and both introduce myself, as well as let you know that under new leadership things are going to be different here with the Cortez Area Chamber, but in a good way! Some of my goals for the Chamber this year are:

Pivot the Chamber to be more Focused on Supporting Businesses and Economic Development: With other organizations focused on promoting tourism and events in our area, the Chamber has the ability to focus more of its efforts on economic development and connecting businesses with resources they need to grow and thrive.

New Website (Already in Progress): A complete redesign of the website is already underway with a cleaner more user-friendly platform. The new website will provide more options to help promote our many great Chamber members, and help customers more easily connect with them when they come to the chamber site looking for recommendations of reputable businesses in our area. There will also soon be a new online portal on the website for members with useful data and information on business resources in our area, as well as info on how to access exclusive member to member discounts.

More Active Civic Engagement and Business Advocacy: One of the primary benefits of being a Chamber member is having an ally that will stay on top of all the local, regional, and state issues which could impact your business, keep you informed, and advocate on your behalf when necessary. By taking a more active approach to surveying member businesses and meeting with stakeholders the Cortez Area Chamber can become a collective voice of business that together has a greater ability to influence public policy and government affairs.

I would love the opportunity to meet with you in-person, learn more about your business needs, and discuss how I can help you leverage Chamber membership to help your business succeed! Please give me a call at 970-565-3414 or email me at colton@cortezchamber.com to setup a time that works good for you.

If you are already a Cortez Area Chamber Member THANK YOU! If you aren't a member yet, please consider joining! Together we can build something GREAT for our local business community! I look forward to working with you all, and if there is anything the Chamber can support you or your business with, please don't hesitate to contact me!

Thanks,

Colton Black

Executive Director - Cortez Area Chamber of Commerce

970-565-3414

colton@cortezchamber.com



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PRORATE PROMOTION

Save up to

60% OFF

when you prorate your
2021 Membership

&

Take an additional

15% OFF

your next year's
2022 Membership

When you sign-up for both!

Contact info@cortezchamber.com with any questions!



Membership Application

Cortez Area Chamber of Commerce

PO Box 968 Cortez, CO 81321

info@cortezchamber.com | 970.565.3414

www.cortezchamber.com

Business Name			
Business Address			
Mailing Address			
Contact Person		Contact Phone#	
Contact Email		Business Website	
Business Phone		Business Email	
Type of Business		Year Established	
# of Employees		Social Media	

Annual Membership Levels (Please check the one that best applies to your business)

☐ 0 to 5 Employees -- **\$225**

☐ 26 to 50 Employees -- **\$550**

☐ 6 to 10 Employees -- **\$300**

☐ 51 to 100 Employees -- **\$675**

☐ 11 to 25 Employees -- **\$425**

☐ 100+ Employees -- **\$850**

Discounts:

- Non-Profit - 10% (must include copy of non-profit status certificate)

- Good Neighbor - 25% (no employees or physical location in Montezuma County)

Member Benefits:

- Business Advocacy at local organization and governmental entity meetings
- Business listing in Chamber online directory on cortezchamber.com with business name, contact info, website, and social media links
- Free job listings for your business at cortezchamber.com/job-listings
- Chamber REFERRALS through website, phone calls, and email requests
- Use of Chamber Permits to set up Liquor Licenses for your special events (License fee additional)
- Ribbon Cuttings and Grand Openings, with social media posts
- Half price entry to Chamber networking events: Business After Hours, Power Breakfasts, Leadership Luncheons, etc for all your employees (please include a list of names with your application)
- SOCIAL MEDIA shares of your events and promotions on: Cortez Chamber, Love Local Montezuma & the Montezuma Business Coalition pages
- Find even more member benefits on www.cortezchamber.com/members

Add Ons (Please check any additional services you'd like to add to your Chamber membership)

- ☐ **\$75/yr Enhanced Online Directory Listing** – Company logo and descriptive text about business
- ☐ **\$25/ea Business After Hours Annual Fast Pass** (Allows one individual access to all Business After hours for the year/no-cover charge. \$60 Value). **Number of Fast Passes Requested #**_____.

Chamber Sponsorships

There are a limited number of sponsorship opportunities available for an additional investment including: Bronze, Silver, Gold, and Platinum level sponsors, as well as industry specific sponsors. Each level of sponsorship includes additional premium membership benefits and advertising opportunities to the sponsor businesses. If you are interested and would like more information, please check here: ☐

Additional Interests

- ☐ I'd like to host a Business After Hours Event
- ☐ I'm a new, relocated, or revamped business and would like a ribbon cutting ceremony
- ☐ I'm interested in becoming a Chamber Board Member
- ☐ I'd like to become a Chamber volunteer
- ☐ I'm Interested in joining the neighboring Dolores and Mancos Chambers. Please have them send me information about their memberships

Payment Options

- ☐ Check or Money Order Included with this Application
- ☐ Please send me an electronic invoice with a link that I can pay by credit or debit card to the following email_____

Total Amount Included: \$_____

Please Mail Application and Payment to:

**Cortez Area Chamber of Commerce
PO BOX 968
Cortez, CO 81321**

** If you selected the e-billing option you may scan and email a copy of your application to:
info@cortezchamber.com **

Signature_____

Date_____