

Message from the President

It is my privilege to serve as your Chamber President in 2019 and I would like to welcome newcomers to Clarksville and say thank you to our current members for their continued support.

Our little town has the distinction of being the only town located directly on the shores of beautiful Buggs Island Lake/John H. Kerr Reservoir. While our town may be little, it has one of the biggest and most active volunteer bases I have seen.

There is a lot going on here and the Clarksville Lake Country Chamber of Commerce plays a major roll in promoting economic growth and attracting visitors to the area. The year is full of events starting with the annual Wine Festival in April. This is followed by Big Lake Flea Market in May, LakeFest in July, Harvest Days in October, and the Christmas parade in December.

The Chamber works hard to provide you with opportunities to promote your business with these and other activities throughout the year. Our Executive Director, Sheila Cuykendall is dedicated to making Clarksville shine. She and her staff are happy to help you.

Tourism plays a major roll in the economy of our area and all businesses both large and small contribute to the overall well-being of our community. We hope that you will get involved with the community and enjoy the warmth and support of the people who live and work here.

Welcome to Clarksville.

Sincerely yours,
Carol A. Brown
2019 President

Clarksville Lake Country Chamber of Commerce

Joining the Chamber allows you to gain information and opportunities that will have a positive impact on your business! Invest in your community. . .



the Chamber Today!

**“KEY in” with us and together
lets make
‘Lake Country’
a wonderful place
to live and
do business!”**

**According to a recent survey conducted by the Atlanta based Schapiro Group of more than 2,000 adults--
“Customers are more likely to use a business if it is a member of a local Chamber of Commerce. Also, the study found chamber members are perceived positively in areas such as overall favorability, consumer awareness, and the likelihood for future patronage.”**



Clarksville Lake Country
CHAMBER OF COMMERCE

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2019 BENEFITS

of
YOUR MEMBERSHIP
to the

**CLARKSVILLE
LAKE COUNTRY
CHAMBER OF COMMERCE**

“Key IN”

2019

and unlock potential, gain new partnerships & engage
with your community and surrounding counties in
VA/NC



Our Mission Statement:

**“Enhance small-town atmosphere while
promoting economic growth
without compromising our
natural resources.”**

Why join the Chamber?

1. **Chamber Website, Social Media outlets, & Chamber Masters Software:** Your business information will be included on the Chamber's website and now that we have updated our program to utilizing Chamber Masters, you can now log-in and make changes to your listing, pay your invoices, post events, job openings & register for events all online & we have a mobile app too. It is user friendly and we encourage all to utilize this new software. We are also very active on social media sites-sharing your news, events & specials. We also post spotlights and out and abouts blogs too.
2. **eUpdate Newsletter:** This twice monthly electronic newsletter alerts you of current news & upcoming events, plus you may advertise your company's news and events at no charge. Your events & happenings also go on our website calendar & Facebook post.
3. **Membership Directory:** Your name and business information will be listed in the "Membership Business Directory" of the Clarksville's Visitor Guide—these publications are distributed to visitors and residents year-round.
4. **Inquiries & Referrals:** More than 15,000 inquiries were responded to last year and referrals are made directly to Chamber members only.
5. **Lobby Display:** Your business cards & brochures may be displayed at the Chamber Office and are made available to all visitors and guests. Upon requests from inquiries, we include your materials when mailing relocation and/or vacation packets.
6. **Networking & Educational Opportunities:** The Chamber holds a minimum of 11 monthly meetings and "Business After Hours" each year, in addition to several social events, providing many business-to-business networking opportunities.
7. **Advertising Opportunities:** Publications and reference materials such as Clarksville's Visitor Guide, Lake Country Newcomer & Visitor Magazine, program brochures, and activities in Clarksville offer exposure for your business.

8. **Membership Plaque:** Upon payment, each member receives a wall plaque that promotes your membership status in the Chamber of Commerce to your customers and clients.
9. **Legislation:** Being part of the Chamber is a chance to make your concerns heard at the local and state level. Locally, our participation is important on issues involving planning & zoning, business regulation, education and taxes.
10. **Improve the Local Community:** Chamber Members are "preferred" businesses because they make the commitment to the purposes of the Chamber - to promote civic, economic, and area enterprises. Chamber members promote job readiness for youth, efficient public services, a positive business climate and solid customer service.
11. We have partnered with Chamber Solutions **members SAVE® program** which offers popular business products and services at great savings for members. As a buying group we pre-negotiate special pricing and exclusive offers, and make the savings available to member businesses, regardless of size.

Employee Resources

- ChamberRx
- Combined
- AffinityChoice
- HealthEquity
- Anthem
- Help-U-Insure

Business Services

- OfficeMax
- CardConnect
- Invisus
- Share a refund

Communication Services

- Klosebuy
- Free Conference Center



Other Benefits For Chamber Members:

- **Coordination of Grand Openings & Ribbon Cuttings for new businesses, new locations, or special celebrations**
- **Use of the colored copy machine to produce multiple quick copies**

TOGETHER WE ARE THE CHAMBER!
You are the KEY to our success in 2019!
 Help enhance & bring new ideas to
 your community with one or more of the many committees
 acting on the behalf of the Chamber.

Our Role

1. We are the front door of Clarksville and we work on your behalf everyday.
2. We promote our community by sponsoring and/or supporting the following events & programs:
 - **Virginia Lake Festival**
 - **Lake Country Wine Festival**
 - **LOVEworks sign**
 - **Big Lake Flea Market**
 - **Harvest Days**
 - **Lamppost Decorating Contest**
 - **Trick or Treat on the Street**
 - **Fishing Tournaments**
 - **Independence Day Parade**
 - **Estate Planning Seminar**
 - **Holiday Open House**
 - **Christmas Parade**
 - **Christmas Social**
 - **Chamber Bucks & Coupon Program**
 - **Shop Small/Local**
 - **Three Live Web Cameras**
 - **Tourism efforts/TV Commercials**
 - **LAKE LIFE LIVE**
 - **Farm Fresh Marketsplace**
3. We constantly strive to promote our area through involvement with the Virginia Chamber of Commerce, VACCE, Mecklenburg County Chamber of Commerce, Leadership Mecklenburg, Mecklenburg Business Education Partnership, and the Virginia Tourism Corporation.
4. We distribute our "Clarksville" Brochures and Visitors Guides to the Virginia Welcome Centers, trade shows, and other targeted distribution points.
5. We provide Clarksville's Visitor Information Booth at the Virginia Avenue Mall to assist in promoting Clarksville and the Lake Country area to visitors, businesses, and local residents.
6. We are aware of all legal issues at local, state and federal levels that **could** affect commerce in our area.