

Message from the President

I can't tell you how happy I am to serve the community of Clarksville as Chamber President for 2022.

Let me start by welcoming any newcomers and thanking our current members for their steadfast support. All of our businesses and individual members are of great importance to the chamber. Through all of us working together we create a good strong community. I've seen it with businesses helping to promote each other especially during trying times that seem never ending at times. We do our part to support our businesses every time we decide to shop small business, or use local services. Its heartening to see each of us lifting up those around us. It truly does take a village sometimes to help each other be successful and continue to grow.

The Clarksville Lake Country Chamber of Commerce plays a key role in promoting our local economy and enticing new visitors to the area. Although there were still some challenges lingering with events due to the pandemic, we as a chamber were able to host a number of things this year. Just to mention a few, we held WineFest, 4th of July parade, LakeFest, Harvest Days, Holiday Open House, the Holiday Tree lighting and the Christmas parade.

Hosting of these events isn't just about raising money, which of course is definitely something we need to do to keep everything running, but it also brings us all together to enjoy life and each other. There's a lot of planning and volunteering that's needed to make any of these events successful. When there are more volunteers, it lightens the load and you have fun in the process along with meeting people you may not otherwise come into contact with.

Additionally, these events bring new people to town which is a plus with the possibility of them utilizing our resources of stores, restaurants and services which can help our businesses thrive, which in turn offers the town and community the opportunity to thrive. This is what helps keep our lake side town alive and moving in a forward direction.

Sheila Cuykendall, our Executive Director, is passionate about our town, and dedicated to making Clarksville grow and thrive. She and her staff stand ready to help you in whatever way they can. They consistently go out and about town to help promote our businesses as well as posting on social media. Keep in mind that tourism is very important to our local economy, which helps to grow and build our businesses.

Lastly, when I addressed the Chamber members at the Holiday Social, I was sincere in wanting to hear from you. We as a chamber would like to know what we are doing well and where there might be opportunities to do better. We welcome your feedback so that we can continue to support your businesses the best way we can. I look forward to 2022 and what that brings to Clarksville.

Respectfully,
Patricia Charles
2022 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!

Together lets make 'Lake Country' a wonderful place to live, grow, 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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2022 BENEFITS

of
YOUR MEMBERSHIP
to the

CLARKSVILLE
LAKE COUNTRY
CHAMBER OF COMMERCE

"Lets Get Growing"

"Coming together is the beginning, Keeping it together is Progress and working together is success."
We are all different, its the one thing we all share.

Difference unites us

Joining your local Chamber of Commerce sets up all different kinds of possible alliances, including: new & key customers, local leaders, non-profit organizations, networking, Chambers of Commerce, community recognition and support, coop marketing, and so much more.



Our Mission Statement:

"Enhance small-town atmosphere while promoting economic growth without compromising our natural resources."

Why join the Chamber?

- 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.
- 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.
- 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.
- Inquiries & Referrals:** More than 15,000 inquiries were responded to last year and referrals are made directly to Chamber members only.
- 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.
- 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.
- 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.

- 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.
- 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.
- 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 enterprizes. Chamber members promote job readiness for youth, efficient public services, a positive business climate and solid customer service.
- 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



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!
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

- We are the front door of Clarksville and we work on your behalf everyday.
- We promote our community by sponsoring and/or supporting the following events & programs:
 - **Virginia Lake Festival**
 - **Lake Country Wine Festival**
 - **Big Lake Flea Market**
 - **Harvest Days**
 - **Grand Tree Illumination**
 - **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**
 - **Four Live Web Cameras**
 - **Tourism efforts/TV Commericals**
 - **Assist with LAKE LIFE LIVE**
 - **Catfish Crawl**
 - **LOVEworks sign**
- 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.
- We distribute our "Clarksville" Brochures and Visitors Guides to the Virginia Welcome Centers, trade shows, and other targeted distribution points.
- 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.
- We are aware of all legal issues at local, state and federal levels that **could** affect commerce in our area.