

## Message from the President

2023 was a pivotal year for Clarksville On The Lake & the Lake Country Chamber of Commerce. As the incoming President I am excited to watch the results of last year's hard work that has resulted in Grants & upcoming improvements in our Downtown Historic District that will take place this year!

We saw our membership increase to 274 in 2024. WOW! We appreciate each & every member and newcomer. Our goal is to continue to offer opportunities to our Chamber members to share news and promote their services. "Shop local" is a mantra that is wholeheartedly practiced and enthusiastically encouraged.

We are blessed to have the unique privilege of being the only lakefront Town in all of Virginia. The quality of life and the benefits of "live, work & play here" are the key components of what our Chamber stands for. We are seeing agritourism become a growing part of our local economy with wineries and other destination leisure activities. Kerr Lake and Clarksville are the launching pads. We look forward to continuing to attract newcomers with these agricultural experiences.

The Clarksville Chamber of Commerce continues to sponsor a variety of events year-round. Our local members are encouraged to participate. Our small-town pride is on display at our annual Fourth of July and Christmas Parades. Our local artists are celebrated with the Catfish Crawl. We market our area throughout the state & nearby targeted areas in print, radio and television ads.

I want to thank Sheila Cuykendall, our Executive Director and the staff for all their hard work at our events. My personal goal is to increase the volunteerism from our veteran community and shine a light on this important local resource.

I look forward to the changes that the New Year will bring. Let's all work together to elevate the Clarksville experience for everyone, so that we can truly "soar higher together" in 2024!

**Respectfully,  
Karin Kuhn**

**2024 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!"**



**Clarksville Lake Country  
CHAMBER OF COMMERCE**

**PO Box 1017 / 105 Second Street  
Clarksville, VA 23927  
(434) 374-2436 or 800-557-5582  
director@kerrlake.com  
clarksvilleva.com**

## 2024 Benefits

**of YOUR Membership**

to the  
Clarksville  
Lake Country  
Chamber Of Commerce

**"Soar to New Heights with us "**

"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?

*Let us help your business!*

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

## 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:

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
- Big Lake Flea Market
- Harvest Days
- Grand Tree Illumination
- Lamppost Decorating Contest
- Trick or Treat on the Street
- Fishing Tournaments
- Independence Day Parade
- Holiday Open House
- Christmas Parade
- Christmas Social
- Chamber Bucks & Coupon Program
- Shop Small/Local
- Four Live Web Cameras
- Tourism efforts/TV Commercials
- Assist with LAKE LIFE LIVE
- Catfish Crawl
- LOVEworks sign

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.