

Message from the President

It is my pleasure to serve this coming year as your interim President. Our long time Executive Sheila Cuykendall has decided to move on to new adventures and we will miss her greatly. She's been a strong fixture in the Chamber for over 15 years. I wish her the best in what ever comes next for her. She's leaving us with big shoes to fill!

With the installation of several new board members along with the rest of the board, we look forward to serving our businesses, town and community with the same great service you're used to. We will also look to make a few changes intending to things easier for the incoming Executive Director, such as automating some of our processes where we can. Another area that I'd like to focus in 2025 is increasing participation of our membership in events and volunteerism. It takes a team to put on these successful Chamber events and I'd love to see new faces to network and collaborate with. As always, we are open to new ideas and conversations and want to ensure you have a voice in your Chamber.

Thrive with us in 2025!

Respectfully,

Patricia Charles
2025 Interim 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

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2025 Benefits

of YOUR Membership

to the Clarksville Lake Country
Chamber Of Commerce

"Let us THRIVE in 2025

Together"

"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.

THRIVE

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 enterprises. 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. Paper appreciated



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
- Five 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.