



Chamber of Commerce

2025 Chamber Membership Resource Guide



**Networking - Education - Leadership - Volunteering - Marketing
Business Development - Special Events - Training - Policy Making**



MISSION STATEMENT

Serve as the voice of Perry County's business community, providing the collaborative leadership needed to achieve the community's vision to be "Rural Arkansas at Its Best."

THE CHAMBER OF COMMERCE

The Perry County Chamber of Commerce is a voluntary organization of businesses, professionals, and individual men and women who have joined together for the purpose of promoting the civic and commercial progress of Perry County.

The area's economic well-being is directly related to the caliber of work that is done by the Chamber. That is why the Perry County Chamber of Commerce has a major impact on the community's economy and the future growth of the area.

Two primary functions of the Chamber are:

- 1) Act as a spokesperson for the business and professional community and translate into action the group thinking of its members, and
- 2) Provide specific services to Chamber members and the community as a whole to positively impact local businesses and our economy.

FINANCING

The Perry County Chamber of Commerce is financed by investment of its members and money raised from programs and events. Keeping the Chamber of Commerce adequately funded is essential to finance the efforts of the Chamber of Commerce that are vital to community growth and development.

The Chamber's member investments are designed as a "fair-share" investment program. The investment levels include schedules by business classification, number of employees, nonprofit, and individual/retired individual investments.

Other forms of funding include: sponsorships, special events, fees for special services, advertising, and contracts.



**THE VALUE OF JOINING
THE PERRY COUNTY CHAMBER OF COMMERCE**

When you look at the cost of chamber membership compared to other forms of business visibility and exposure, you cannot beat the **return on your investment** with the Perry County Chamber of Commerce.

While promoting your business is only one aspect of membership, when you add the value of legislative representation, leadership opportunities, community development, referrals and the many other services we offer, the Chamber provides the most **bang for your buck**.

What Research Shows...

National studies reveal that membership in a local chamber of commerce can significantly boost a business' image among consumers, as well as among other businesses. Surveys show positive perceptions of chamber members in a number of areas, including overall favorability, consumer awareness and reputation, and likelihood of future patronage.

A study, commissioned by the American Chamber of Commerce Executives (ACCE), IBM, Administaff, Small Business Network, Inc., and Market Street Services, showed that when respondents were told that a particular small business was a member of its local chamber, they were 44% more likely to rate it favorably than study respondents who were not told of the chamber affiliation. Respondents were also 63% more likely to want to purchase goods or services from a small business that is a chamber member.

Your Chamber investment is one of the best values in business today. Membership has its privileges and we have many wonderful benefits for our members - with more being introduced all of the time. Your Chamber provides value and positive return on your investment many, many times over.

Visit Us During the Great North American Eclipse April 8, 2024 FamilyEclipse.com

Perry County Arkansas

A World Away, Right Next Door

Nestled in the Ouachita Mountains less than an hour from Little Rock, Perry County feels like it is a world away...

We don't have one single thought, no two drinks, just we don't take ourselves too seriously. Our biggest event each year is the Arkansas Coast Festival and it features a great parade show. Plus we're home for Great Duck Hunt, Memorial Lane and the first First Coast Landing.

Here, we are all about the great outdoors. Enjoy hiking, tubing, camping and outdoor activities in the Ouachita National Forest, jump or soak in the Big Spring, or Arkansas State Park. We'll hook at Harts Shores Lake or in the Arkansas River. Take a drive on Scenic Highway 7, and watch and savor the sunset.

Scan the QR Code to Plan Your Getaway!

Tourism
Promotions



We Help You Promote Your Business and Create Awareness

One of the most valuable benefits we offer is marketing and visibility!

- Your business is listed on our web site, www.perrycountyarizona.org, and is directly linked to your own website free of charge.
- Your business is listed free of charge in the Petit Jean River Valley Vacation & Relocation Guide which offers your business great publicity. Members are listed at no charge by category. This publication is the “yellow pages” of the best businesses in Conway & Perry counties and serves as **THE GUIDE** for residents, newcomers and visitors alike.
- Your Ribbon Cutting photo and announcement will appear in the Chamber newsletter and multiple online and traditional media outlets.

So Many Ways to Get Involved...

Other opportunities for marketing your business are available by simply attending and becoming active in our networking & community events.

- Business Seminars
- Business After Hours
- Fourche River Outdoors Festival
- Annual Chamber Banquet
- Join a committee

The Perry County Chamber of Commerce is truly the voice of business in Perry County. Make your investment work – take advantage of these and the many other benefits we offer!



Ribbon Cuttings



Membership Has Its Advantages!

Being a member of the Perry County Chamber of Commerce is not an expense, it is an investment—and you get what you put into it in terms of your time, talents, & resources.

Here are some simple ways to ensure you get **MAXIMUM** benefit:

- **JOIN A COMMITTEE** – What is your passion? Where do you want to help our community go forward? Odds are we have a committee you can be a part of to help do just that!

- **TAKE ADVANTAGE OF OPPORTUNITIES TO PROMOTE YOUR BUSINESS.**

- > Keep your information up to date. If something changes - your address, phone number, website, etc. - be sure to update! When you join, we provide you access to update your information on our website and data base so that if there are some changes need, no problem and no waiting!
- > Advertise in the Petit Jean River Valley Vacation & Relocation Guide, newsletters, and e-blasts.
- > Sponsor activities such as our Business After Hours, annual banquet, special events, etc. Sponsors are recognized and have opportunities to tell others all about their business and services.

- **ATTEND OUR EVENTS & ACTIVITIES.** Monthly Chamber Meetings, Ribbon Cuttings, and Special Events like the Annual Banquet & Awards Ceremony and the Fourche River Outdoors Festival. These are many other are great ways to get to meet and know others in the local community. We all know that folks like to work with those they know - and we provide chances to be known! To keep up with what's happening be sure you are on the weekly & monthly e-newsletters distribution.



Social Media -
Marketing &
Communications



ANNUAL INVESTMENT SCHEDULE

Business Classification

**A. Industry/Manufacturing/Construction/Wholesale Retail/Corporate/
Small Business/Service, Hospitality & Other Business**

<u># of Employees</u>	<u>Annual Investment</u>
1-5	\$115
6-10	\$175
11-20	\$230
21-30	\$290
31-50	\$345
51-75	\$400
76-100	\$460
101-150	\$575
151-250	\$690
251-400	\$800

B. Physicians, Dentists, Chiropractors, CPAs, Attorneys, Pharmacists, Veterinarians
\$175 for First Professional + \$75 each additional

C. Insurance, Real Estate, Business & Investment Managers and Brokers
\$175 + \$25 per agent

D. Financial Institutions
\$25 per \$1 million deposits (Minimum \$500)

E. Utilities
\$500 minimum

**F. Sustaining Business - Conducting business within the county but whose
employees are principally located elsewhere**
Negotiate (Minimum \$200)

G. Civic Groups/Churches/Non-Profits with no Paid Staff
\$100

H. Retired Individuals/Couples
Single \$35
Couple \$50

**I. Other Non-Profit: Colleges/Schools/Hospitals/Non-Profits with Paid Staff?
Others that do not fit into one of the above categories**
Negotiated

J. Multiple Memberships: Largest - Full Price; Additional - 1/2 Price

- Notes:
- * 2 Part-Time Employees = 1 Full Time Employee.
 - * Retired/Individual is not associated with a business.
 - * Each member firm is entitled to one representative for each \$150, or part thereof, invested (Maximum of 10)
 - * This schedule has been carefully developed to insure the most equitable investment. It is a suggested minimum and does not reflect community spirit and commitment to economic development, but serves as a guide.



Chamber of Commerce

Membership Investment Form

Please complete the following membership information:

Business Name: _____

Owner: _____

Contact Person: _____

Mailing Address: _____

Physical Address (if different): _____

Number of Employees: Full Time - _____

Part Time - _____

Days / Hours of Operation: _____

Phone: _____

Fax: _____

Email for Business: _____

Email for Point of Contact (if different): _____

Phone for Point of Contact (if different): _____

Facebook Link: _____

Website Address: _____

Date Established: _____

Business Classification (see page 6): _____

Services Offered: _____



WHY JOIN - WHAT'S IN IT FOR YOU???

New Business Contacts: As a member, you'll have access to many special events and activities throughout the year that are attended by many potential new partners and customers.

Publicity and Marketing Opportunities: As a member, you will be listed and promoted in the Petit Jean River Valley Vacation and Relocation Guide. Members are also encouraged to utilize the Chamber website for a free category listing and discounts. Additional special advertising opportunities are available and include event sponsorships and the Chamber's e-newsletters.

Referrals: On a daily basis the Chamber responds to numerous requests for information from residents, visitors, and people looking to move to the area. Only members of the Chamber are recommended - and your Perry County Chamber membership also provides you membership to the Morrilton Area Chamber of Commerce at no additional cost.

Community Salesman: The Chamber serves as a spokesperson of the community. The Chamber is the community's business partner in providing information and promotion of the community to interested parties.

Skill Building: The Chamber offers a variety of programs that will assist you in developing your business and educating your employees.

Facts and Figures: We have information on demographics, growth trends and other significant community and economic facts and figures that impact your business.

We Want To Be Your Business Partner!

Need More Info?

Visit us at 106 Fourche Ave, Perryville, AR | Call (501) 354-2393 | Online at www.perrycountyarkansas.org