



2017 MEMBERSHIP APPLICATION

Name of Business: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax Number: \_\_\_\_\_

Website: \_\_\_\_\_ Business Email: \_\_\_\_\_

Facebook URL: \_\_\_\_\_ YouTube Channel: \_\_\_\_\_

Business Establishment Date in Morton: \_\_\_\_\_ Full Time Employees: \_\_\_\_\_ Part Time Employees: \_\_\_\_\_

Business Description: \_\_\_\_\_

Business Directory Category Listing/s: \_\_\_\_\_

Primary Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Human Resource Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Billing Contact Name: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

My Business Is: (check all that apply)

- \_\_\_ Located in the Downtown District
\_\_\_ Located in the Field Shopping District
\_\_\_ Located in the Morton Plaza District
\_\_\_ Located in the Jackson St. Plaza District

Sign me up for the following e-publications:

- \_\_\_ Post-It (weekly event reminder)
\_\_\_ Morton Pumpkin Festival Update
\_\_\_ Morton Matters Newsletter
\_\_\_ Morton EDC Progress

INVESTMENT DUES PAYMENT

2016 Dues: \$ \_\_\_\_\_
150% Club: \$ \_\_\_\_\_
TOTAL: \$ \_\_\_\_\_

Staff Only:

- \_\_\_ Payment \_\_\_ Decal and Cling
\_\_\_ Chamber 101 \_\_\_ Plaque
\_\_\_ ChamberMaster \_\_\_ Welcome email
\_\_\_ Quickbooks
\_\_\_ Constant Contact
\_\_\_ Facebook

1. Investment Dues are determined by the Morton Chamber of Commerce Board of Directors.
2. Your membership is valid for our fiscal year, January 1 – December 31.
3. Investment Dues are tax deductible as a business expense.
4. New Investment Dues will be prorated after the first quarter for businesses who have not been a Member for 12 months or more. Businesses must pay for a full, 12 month Membership to the Morton Chamber of Commerce to take advantage of the Pumpkin Festival Merchants' Tent Discount.

**MORTON CHAMBER OF COMMERCE MEMBER INVESTMENT SCHEDULE**

**Basic Schedule**

FTE	ANNUAL	150%
1	\$200	\$300.00
2 to 5	\$250	\$375.00
6 to 10	\$325	\$487.50
11 to 20	\$400	\$600.00
21 to 50	\$450	\$675.00
51 to 150	\$550	\$825.00
151 to 300	\$750	\$1125.00
300 +	\$225 + 1.75/FTE MAX \$3500	

**Proration Schedule**

FTE	Apr 1 to Jun 30	Jul 1 to Sep 30	Oct 1 to Nov 15	Nov 16 to Dec 31
1	\$150	\$100	\$50	No Proration:
2 to 5	\$188	\$125	\$63	Full ANNUAL dues
6 to 10	\$244	\$163	\$82	paid before Dec 31
11 to 20	\$300	\$200	\$100	secures membership
21 to 50	\$338	\$225	\$113	through Dec 31
51 to 150	\$413	\$275	\$138	of the next year
151 to 300	\$563	\$375	\$188	
300+	Annual Dues x .75	Annual Dues x .50	Annual Dues x .25	

**Specialized Categories with Full Benefits**

Financial Institutions	\$550 + \$25/FTE for all employees working for institution in Morton* (max of \$3500)
Hospitals, Utilities	Flat rate of \$550
Local Governing Bodies	Flat rate of \$225
Colleges, Universities & Schools	Flat rate of \$225
Not for Profit	Flat rate of \$200

\*Financial institutions without branches in Morton will account for FTE employees working for the institution in the city of the member address. Institutions with branches in Morton account for all FTE employees at all of their Morton branches.

**Specialized Categories with Limited Benefits**

PART-TIME PROFESSIONAL Promoting a part-time or home-based business	Flat rate of \$100
PROFESSIONAL ASSOCIATE Members who want an individual listing separate from their parent business (realtors, stylists, etc)	Flat rate of \$100
CHAMBER CHAMPION An individual or retiree who is an avid supporter of the Morton Chamber.	Flat rate of \$60

\*Members in these categories do not receive a chamber plaque or the member discounted rate for the Pumpkin Business EXPO.



## Membership Benefits

### **Communication**

Getting current and reliable information about the Morton area is vital to our businesses. The Chamber's weekly Post-It and monthly Morton Matters publications help our Members stay in touch with business opportunities and community issues.

### **Promotion**

The Morton Chamber of Commerce is your biggest promoter! Take advantage of free programs including Business After Hours, office referrals, online directories, ribbon cuttings, Chamber Checks, I Shop Morton, Morton Post-It, and our Welcome to Morton Bags. We also offer low cost ad rates for Chamber publications and sponsorships for our local events including the Pumpkin Festival.

### **Networking**

Meeting potential customers is critical to our Members, which is why we offer a variety of networking opportunities including Business After Hours, Women in Business, and our annual Golf Outing.

### **Assistance**

Our in-house staff provides one-on-one assistance to our Members, helping them with everything from business planning to customer surveys.

### **Training**

Local and affordable workshops on everything from human resource management to quality customer service are organized for our Members through our LEAP (Local Education Affordable Pricing) educational series. The Chamber also sponsors Leadership Morton, a local leadership program, and Women in Business, a leadership discussion for our women professionals led by area CEOs.

### **Advocacy**

The viewpoint of the business community is heard loud and clear at both the local and state level thanks to the Chamber's active Government Affairs Committee. The group creates an annual legislative priority list and promotes the priorities through an annual trip to Springfield. They also host local candidate forums and the annual Morton Forecast.



## **New Member Services**

### **Chamber 101**

Join us for Chamber 101, a fun and informational chamber orientation with our ambassadors. The orientation will include a review of our services and our assistance in identifying ways the Chamber can best support the needs of your business.

### **Business Directories**

When you become a Member of the Morton Chamber of Commerce, we will post your business in our online directory within five business days.

### **Newsletter Listing and Link**

All new Chamber Members are featured in our monthly e-newsletter, opened by almost 1,000 Chamber Members and community leaders each month.

### **Feature on the Morton Post-It**

The Morton Chamber distributes an e-calendar each week to over 3,000 area citizens. New Members are featured in this publication during the month immediately following their enrollment.

### **Business After Hours Introduction**

Business After Hours is the Chamber's monthly networking event. Join us for the fun social and we will give you several minutes to introduce yourself, your staff members, and your business to an audience that averages 50-75 business professionals.



## 150% Club

When you voluntarily pay 150% of your regular annual dues, you automatically become a member of the Morton Chamber of Commerce's 150% Club. It is a great way to demonstrate your support of the work the Chamber is doing while also receiving additional benefits for your organization. Your added investment to our organization comes with a variety of privileges including:

### **Chamber Newsletter Special Listing**

Your business name listed as a 150% Club member in each monthly edition of the Chamber e-newsletter, Morton Matters.

### **Chamber Website Special Listing**

Your business name listed in the 150% Club page on the Chamber's website and a special page of the membership directory.

### **Pumpkin Festival Booklet Special Listing**

Your business name included on a full page, full color list of 150% Club members in this year's Pumpkin Festival booklet.

### **Newsletter Advertisement**

An electronic and linkable advertisement in one edition of the Chamber's monthly newsletter, Morton Matters. This publication has a business readership of an estimated 350 per month. (Business to provide ad copy)

### **Calendar Advertisement**

An electronic and linkable advertisement in one edition of the Chamber's weekly e-calendar, The Morton Post-It. This publication has a community readership of an estimated 400 per week. (Business to provide ad copy)

### **Member Spotlight**

An electronic and linkable advertisement sent directly to our Morton Post-It email list. This direct feature of your special event, sale, or promotion will go to a community readership of an estimated 400. (Business to provide ad copy)



## Free Member Services

### **Bulk Mailing Rate**

For your next direct mailing piece, use the Chamber's bulk mailing rate and save some dough!

### **Business After Hours**

Attend this fun, monthly networking event to meet potential new customers! Several regional Business After Hours are also planned each year.

### **Business Briefs**

Send us your business news and we will add it to the Business Briefs section of our monthly newsletter. Business Briefs should be sent to our offices by the 20<sup>th</sup> of the month.

### **Business Directories**

All Members are listed in our online directory, a great way to promote your business!

### **Chamber Checks**

The Chamber sells over \$100,000 each year in Chamber Checks, accepted only in Chamber Member businesses.

### **Community Calendar**

Put your next open house, theme event, or workshop on our community calendar and we will send it out to our expansive email listing on our weekly Post-It e-publication.

### **Constant Contact**

If you use this popular web-based marketing tool you will receive a 25% annual discount as a Chamber Member.

### **Customer Surveys**

Wondering what your customers really think about your products or service? Find out with a customer survey designed just for you.

### **Fraud Alert**

Receive an alert from the Chamber whenever a fraudulent transaction has occurred in our Village.

### **I Shop Morton HOT DEAL\$**

Promote your latest coupon or special deal through our online hot deals program. Once you add your coupon to the members only section of our website, it is posted to our website and Facebook page.



## Free Member Services

### **Job Postings**

Post your open positions on our website job bank and they will also be distributed on our Facebook page.

### **Legislative Advocacy**

Is the state or federal government entertaining legislation that could impact your business? Let us know and our government affairs team will help you address your concern with legislators and congressional leaders.

### **Morton Matters Newsletter**

Stay in-touch with community and business news through the Chamber's monthly e-newsletter.

### **Morton Post-It**

Sign-up to receive this weekly e-publication highlighting fun activities and events happening during the upcoming week in the Morton area.

### **One-on-One Assistance**

Thinking about an expansion? Need help with a marketing plan? Schedule a free session with our staff for one-on-one assistance.

### **Referrals**

The Chamber is a primary resource for business and organization referrals. Our office gives out hundreds of referrals for our Members each year.

### **Ribbon Cuttings and Ground Breakings**

Do you have an expansion or anniversary coming up? Schedule a ribbon cutting or Ground Breaking with our team and get some free publicity!

### **Welcome to Morton Bags**

Give us information about your business to include in our Welcome to Morton Bags, distributed by our Village office to every new Morton resident when they come in to connect their water service. We distribute over 350 bags per year!



## Promotional Options 2017

Take advantage of your Chamber Membership by utilizing these vehicles for the promotion of your business! For more information or to sign up for an advertising option, please contact our offices at 309-263-2491.

**Member Distribution List:** 350 impressions - FREE for Members

Contact our offices to receive your free excel spreadsheet with contact information for fellow Chamber Members. This is a great resource for a direct mailing to local businesses.

**Member Spotlight:** 2500 impressions - \$60, 1 FREE for 150% Club Members

Send us your electronic ad, or a photo and content, and we will send it out to an email list that includes people who work and live in Morton. Only one E-Blast per week is available.

**I Shop Morton Hot Deals:** 3000 impressions - FREE for Members

Log in to the Chamber website and post your e-coupon. Coupons are sent out on our monthly I Shop Morton e-publication and on our facebook page.

**Morton Matters E-Newsletter Ad:** 3000 impressions - \$60, 1 FREE for 150% Club

Add your advertisements to our monthly Morton Matters e-newsletter, distributed to Chamber Members and local business leaders on the first of every month. Only 3 ads are allowed each month, so secure your spot today. Members must send their ad to the Chamber Office at [mkull@mortonillinois.org](mailto:mkull@mortonillinois.org) by the 23rd of the month. Businesses are limited to one flyer per quarter.

**Morton Post-It E-Calendar Ad:** 2500 impressions - \$60, 1 FREE for 150% Club Members

Submit your electronic ad or coupon for our weekly Morton Post-It, sent each Thursday to people who live and work in Morton. Only one ad or coupon is permitted per week. Ads may be changed as frequently as once per week. Ad size should be 3" tall by 2" wide.

**Morton Pumpkin Festival Guide Print Ad:** 20,000 impressions - \$200 - \$2,000

Purchase an ad in our official Morton Pumpkin Festival Guide, distributed beginning August 1st via the Morton Courier, Morton Elementary Schools, Ackerman Farms, Morton Public Library, advertiser businesses, and at all major venues during the Morton Pumpkin Festival.

**Welcome to Morton Bags Item:** 360 impressions - FREE for Members

Add an item to our Welcome to Morton bags, distributed through Morton Village Hall to all new home owners or renters when they come in to start their utilities. The Chamber sends an email out to all Members requesting items when we put the bags together, typically 2-3 times each year.

### Event Sponsorships:

The Morton Chamber of Commerce offers sponsorship opportunities for all of our programs and events including the Morton Pumpkin Festival. For a detailed list of options and pricing, please go to [www.mortonchamber.org](http://www.mortonchamber.org) or contact our offices at 309-263-2491.