

# Leading The Way to Success

2 Main Street South, Hutchinson, MN 55350  
[ExploreHutchinson.com](http://ExploreHutchinson.com) ~ 320-587-5252



# #MuchInHutch



**Welcome** to the Chamber! We're here because we believe in your business and the community of Hutchinson. This brochure is designed to help you discover what investment is best for you, your business and your future plans for growth. Casey, Matt and I are here to answer your questions, connect you with resources, and promote what you do each and every day. Thank you for having your business in Hutchinson, MN!

- Mary Hodson, Chamber President  
Mary@explorehutchinson.com

**Our Vision: Leading Advocate and Resource for Chamber Members and the Hutchinson Community**

**Connecting** with potential customers, understanding the business climate of our community, and general marketing is important. The Chamber connects the community to your business through all of our communications. If you have a major event, sale, etc. you would like the Chamber to help market, contact me and I will work with you to help spread the word. Check out us on Facebook, Twitter, Pinterest, Instagram and YouTube.

- Casey Carlson, Communication Coordinator  
Casey@explorehutchinson.com



**Our Mission: Engage, Support and Promote Hutchinson Area Businesses and the Community**



**Understanding** your business needs is my number one goal. Integrating your needs with our services is my first priority. Our new investment format allows you to make the decisions best for your business, whether you are just opening the doors, or you are carrying on the family tradition for generations. As you read through the investment pages, you'll see commitment to our community, our strong business ties and people who love where they live. Welcome to your future!

- Matt Beilke, Membership Coordinator  
Matt@explorehutchinson.com

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# Our Members Tell Us Why They Join:



**Build Business Network**



**Add Customer Referrals**



**Chamber Events & Programs**

- Increase business visibility
- Add customer referrals
- Utilize education opportunities
- Access to member-only discounts & services
- Public perception of being a Chamber member
- B2B- Business connections are made frequently
- The voice of business can be heard
- Communication comes directly to members
- Develop skills for owners, managers and employees
- The Chamber business is about your business
- Insurance discounts may be available
- Additional marketing during special retail events
- Opportunity for Chamber committee participation



## Membership Investment

Membership means something different to everyone

**We know you have different needs than the business next door.  
We think you should be treated as such.**

### **We Maximized Your Investment Flexibility!**

- Maximize your marketing and investment dollars
- Manage choices suited best to your business needs
- Provide the best outcomes through any event or program

**This is why we want YOU to create your own bundled package:  
GET What you need when YOU need it.**



## **All** Chamber members receive The Basics

### **Chamber Staff & Resources:**

- Assistance with questions, training opportunities, referrals, and more
- Business Resource Center
- Cooperative involvement with several state and local programs/agencies
- Chamber Board Room Use

### **Chamber Communication:**

- Monthly E-Newsletter
- Email Updates
- Social Media Presence on Facebook, Twitter, Pinterest, YouTube, Instagram
- Website & Chamber Blog Posts
- Alerts to business news

### **Member Business Marketing:**

- Brochure & Business Card Displays at Chamber Office
- Business of the Month Program
- Member Business Referrals
- Online Member Portal\*

### **Chamber Programs & Events:**

- Face to Face Networking Opportunities with other Chamber Members
- Member vs. Non-Member Pricing for some programs & events
- Chamber Committee Participation

### **\*OnLine Member Portal:**

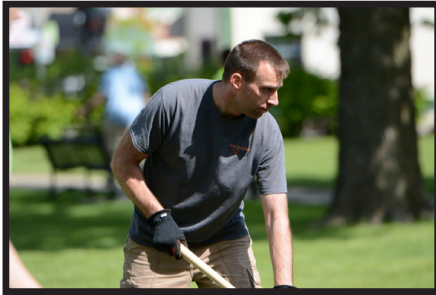
- Create & Update Business Information
- Business Directory Listing on [www.explorehutchinson.com](http://www.explorehutchinson.com)
- Free OnLine Hot Deals, Job Postings, Event Listings, & Press Releases
- Searchable Key Words & Business Categories
- Business Descriptions, Google Maps, External Website Links & More!
- Measurable Report Features

~ **Non-profit organizations, with three or fewer FTEs, receive The Basics for \$150.**  
~ **Ask about Individual Memberships**

# \$500

## Access

- **The Basics**
- **Online Member Portal Enhancement**
  - Member portal information page with 1600 character description
  - 5 bullet point URL links to your website and 20 key search words
- **Plus Choose 2 Points From Level 1 or 2**



**INNOVATIVE**  
**FOAM**

**"As** a new business to the chamber, the Access Level gave me some options to test the waters, and find what worked best for my business. Now that I have been exposed to many programs, such as the Leadership Institute, I can easily recommend Chamber Membership to any new business. From networking, to resources, to great friends, the Chamber has what I need. "

- Dean Bertram, owner, Innovative Foam  
Access Level Member

## Strategic

# \$1000

- **The Basics**
- **Online Member Portal Enhancement**
  - Member portal information page with 1600 character description
  - 5 bullet point URL links to your website
  - 20 key search words
  - Business logo & eight photos
- **Plus Choose 7 Points From any Level**



**BUSINESSWARE**  
SOLUTIONS  
[www.businesswaresolutions.com](http://www.businesswaresolutions.com)

**"Obviously** we have fun being part of the Chamber, but we do work hard to promote our business, and being a Strategic member allow us to market our business through the Chamber website on a different level. We've been able to host Business After Hours, participate in the Hutchinson Leadership institute, and reach businesses who want to work with local partners. The B2B is important in a community like ours."

- BusinessWare Solutions  
Strategic Level Member



# Champion

**\$2500**

- **The Basics**
- **Online Member Portal Enhancement**
  - Member portal information page with 1600 character description,
  - 5 bullet point URL links to your website
  - 20 key search words
  - Business logo & eight photos
  - 1 Banner Ad on one Chamber website page
- **Plus Choose 16 Points From any Level**

**MIDCOUNTRY<sup>®</sup>**  
www.MidCountryBank.com **BANK**

**“The Chamber** not only provides resources and networking opportunities for our employees, but they also work with us to get the create the very best package for our business needs. We customize starting with the Champion level and build from there. This allows MidCountry Bank and its entities such as the Ag Services and Insurance Services divisions to work together. Several of our employees have attended Leadership Institute, served as Hutchinson Ambassadors and Volunteered at Chamber Events. We enjoy being part of the Chamber and this level works for us!”

# Visionary

**\$5500**

- The Basics, Plus “Everything”
- This is personalized to each business needs

“As a community pillar, Citizens Bank leads by example. The board recognizes and appreciates the demonstration of leadership, not only by the bank’s officers, but their culture of employee community service.”

- Renee Hantge - 2017 Board Chair



**CITIZENS BANK  
& TRUST CO.**  
www.cbhutch.com

**“Citizens Bank & Trust** is proud to have a culture of community support. From our Officers volunteering throughout the community on different boards, to our support of the Chamber, our business resource. As Visionary Sponsors of the Chamber, we are able to reach out to many people in the community. Many of our employees attend Business After Hours, serve on the chamber committees, and we are a staple at the Golf Tournament. The Leadership Institute serves all of Hutchinson, not only from the leadership development standpoint, but also through community service projects and the commitment to the future of our city.”

# 1 Point Options

- Two Annual Chamber Event Tickets
- Bring It Home Expo Booth
- Bring It Home Sponsor
- Golf Challenge Hole Sponsor
- Golf Challenge - One Golfer
- Music in the Park Sponsor
- Dairy Day Sponsor
- Farm Fatigue Sponsor
- Newsletter/Mailing List-any combo of 3
- Leadership Institute Contributor
- Business Logo placed by Portal Business Name
- Arts & Crafts Sponsor

# 2 Point Options

- Four Annual Chamber Event Tickets
- Golf Challenge Staffed Hole Sponsor
- Golf Challenge- Two Golfers
- Crop Management Input Seminar Bronze Sponsor
- Online Member Portal Enhancement
- Business Logo & 8 Photos- Online Business Portal
- Banner Ads, per page or category, with ad design

# 3 Point Options

- Leadership Institute Builder
- Crop Management Input Seminar Silver Sponsor
- Additional Business Location
- Golf Challenge Welcome Sponsor
- Music in the Park Contributing Sponsor

# 4 Point Options

- Banner Ad on Community Calendar
- Golf Challenge- Four Golfers
- Annual Chamber Event- eight tickets

# 5 Point Options

- Arts & Crafts Event Partner
- Annual Chamber Event Sponsor, eight tickets
- Crop Management Input Gold Sponsor
- Ag Package: Dairy Day, Farm Fatigue, Crop Management Input Seminar Silver Sponsor
- Music in the Park Primary Sponsor

# 6 Point Options

- Annual Chamber Event Drink Sponsor, eight tickets
- Annual Chamber Event Welcome Sponsor, eight tickets
- Hutchinson Leadership Institute Program Sponsor
- Hutchinson Leadership Institute Participant

# 10 Point Options

- Golf Lunch Sponsor, with 4 golfers
- Golf Dinner Sponsor, with 4 golfers

## 2017 Board of Directors



Roman Bloemke



Jeremy Crosby



Beth Gasser



Josh Gehlen



Renee Hantge



Keith Heikes



Nate Johnson



Mike Magnuson



Mary McRaith



Sheila Murphy



Corey Stearns



Scott Ziegler

Notes: