# Cedar Park Chamber of Commerce

U.S. Chamber of Commerce accredited
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# CHAMBER PROGRAMS, PRODUCTS & SERVICES

Cedar Park Chamber **CANDIDATES Forum**

Cedar Park Chamber **Ambassadors**

Cedar Park Chamber **Business After Hours**

Taste of Cedar Park

Cedar Park Chamber **Golf Classic**

**1460 E Whitestone, Suite 180 | Cedar Park, TX 78613**
**Phone 512-260-7800 | CedarParkChamber.org**

# Cedar Park Chamber of Commerce

# Chamber Programs, Products & Services

## Marketing Resources

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Action E-Newsletter** (11 issues per year) | Promote and inform, Provide business visibility | Event registrations, purchase of newspaper, increased advertisement, publication surveys |
| **E-Update Email Blast** (Weekly) | Promote and inform, Provide business visibility | Open rate, click through rate, forward rate, number of subscribers, feedback, sponsorships and advertisements |
| **Business Member Directory & Guide** (Annually) | Promote and inform, Provide business visibility | Advertisement revenue, additional listings, quantity of directory requests |
| **Chamber Website** | Promote and inform, Provide business visibility | Number of visits, queries, and click through rate, increased advertisements |
| **Legislative Alerts** (As required) | Promote and inform, Encourage Action | New policies policy changes at the local, state, or federal level |
| **Social Media Sites** (Facebook, twitter, YouTube, Flickr, LinkedIn) | Promote and recognize, Provide business visibility Encourage networking | Number of members, photos, videos and blogs added, number of views, activity generated |
| **Event Flyer** | Promote and inform | Event registrations, sponsorships |
| **Event Reminder Email Blasts** | Promote and inform | Event registrations, open rate, click through rate, sponsorships |
| **Direct email** | Promote and inform Gauge satisfaction | Event registrations, direct responses |
| **Surveys** | Gauge satisfaction | Survey participation |
| **Event invitations** | Promote and inform | Event registrations, sponsorships |
| **Online Job Forum** | Promote and inform | Submission of jobs, jobs being filled |
| **Mailing Labels** | Promote and recognize, Provide business visibility | New leads, participation in Chamber activities |
| **Chamber Accomplishments Sheet** | Promote and inform | Member retention, member feedback |
| **Online Virtual Plaques** | Promote membership, Enhance business image | Members linking to Chamber website and proudly displaying virtual plaque |
| **Ambassador of the Quarter** | Recognize leadership, Provide business visibility | Engaged ambassadors, committee involvement, event participation |

## Services

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Workshops/Seminars** | Promote and inform, Provide business visibility | Attendance, participation, businesses wanting to hold workshops |
| **Display racks** (In Lobby) | Promote and inform, Provide business visibility | Material added to the racks by members and amount picked up by other businesses/consumers |
| **Ribbon Cutting Ceremony** | Promote and inform, Provide business visibility | Number of Ribbon Cuttings, number of attendees at Ribbon Cuttings, revenue |
| **Meeting Room Rental/Use** | Service provided at discounted rate | Revenue and level of occupancy |

## Networking Events & Programs

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Business After Hours & Open Houses** | Promote networking, Provide business visibility | Number of event attendees, sponsorships, revenue generated |
| **Annual Meeting** (Annually) | Promote networking, Informative speakers | Number of attendees, sponsorships, surveys, quality of speakers, revenue generated, survey results |
| **Small Business Awards** (Annually) | Promote networking, Provide business visibility, Informative speakers | Number of attendees, sponsorships, award nominations, quality of speakers and recipients, revenue generated |
| **Legislative Luncheon** (Annually) | Promote networking with members and legislators | Number of attendees, number of legislators, sponsorships, quality of speakers, revenue generated |
| **Legislative Reception** (Annually) | Promote networking with members and legislators | Number of attendees, number of legislators, sponsorships |
| **Legislative Council Meetings** (Monthly) | Promote networking with members and legislators | Number of attendees, quality of speakers, legislator participation, educated businesses |
| **Ambassador Meetings** (Monthly) | Promote networking, Provide business visibility | Number of ambassadors, number of calls made and services performed |
| **Business-to-Business Expo** (Annually) | Promote networking, Provide business visibility | Participation, feedback, returning participants, number of visitors, revenue |
| **Workshops** (4-5 per year) | Promote, network and inform, Provide business visibility | Attendance, participation, businesses wanting to hold workshops |
| **Member Orientation** (YouTube) | Promote networking Provide business visibility | Member network, engagement, event registration, sponsorships, retention |
| **Ribbon Cuttings &Groundbreakings** | Promote networking, Provide business visibility | Number of Ribbon Cuttings, number of attendees at Ribbon Cuttings, revenue |
| **Taste of Cedar Park** (Annually) | Promote networking, Provide business visibility Celebrate the community | Revenue, restaurant and cultural organization participation, number of attendees, sponsorships, feedback |

## NEW MEMBERS: Additional Tools and Benefits

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Free Mini Profile** on website | Promote and recognize, Provide business visibility | Read rate, feedback, members running additional ads or stories |
| **Free admittance Networking Events** | Engage members in programs and networking benefits | Registration for future events, new leads, retention rate |
| **Free set of mailing labels** | Promote and recognize, Provide business visibility | New leads, relationships formed, participation in Chamber activities |
| **New Member Guide** | Inform about products, services, benefits, divisions | Event attendance, sponsorships, advertisements, committee involvement |
| **Free Business Listing** In E-blast | Promote and recognize, Provide business visibility | Business inquiries, increased readership, increased participation in publication, advertising and promotion |
| **New Member Orientation** (bi-annually) | Promote and inform, Provide business visibility | Member network, engagement, event registration, sponsorships, retention |

## Resources and Networking

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Legislative Council Meetings** | Educate and inform, Networking | Legislator Participation, member participation, ability to influence policy |
| **Legislative Reception (Annual)** | Promote networking with members and legislators | Legislator Participation, ability to influence policy |
| **Breakfast with Mayor and Council** | Educate and inform, Networking | Legislator Participation, member participation, ability to influence policy |
| **Forums & Workshops** | Educate and inform, Networking, show legislators importance of economic development issues | Legislator Participation, media coverage, ability to influence policy |
| **Candidate Forums** | Educate and inform, Networking, introduce candidates to members | Candidate participation, relationships formed with candidates, attendance |
| **State House and Senate Site Visits- Awareness & Advocacy** | Opportunity for members to bring issues from the community to Capitol | Number of members that sign up for the trip, ability to influence policy |
| **Legislative Alerts (As required)** | Promote and inform, Encourage Action | New policies or change in policies at the local, state, or federal level, member response rate |
| **Board Meetings** | Educated and inform, foster discussion, advocate for business | Ability to influence policy, reputation within the community |

## Resources, Networking, and Services: Future-Members

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Email Blast** | Send to anyone who signs up, Promote and inform, Solicit New Members | Number of subscribers, Chamber membership inquiries |
| **Business Member Directory & Guide** (Annually) | Send to all Brockton businesses and surrounding Chambers (circulation 5,000) Solicit New Members | Chamber membership inquiries and new members and advertisers that want to be listed in the Book. |
| **Chamber Website** | Promote and inform, Solicit New Members | Number of visits, queries, and clicks tracked, joining online |
| **Social Media Sites** (Facebook, twitter, YouTube, Flickr, LinkedIn) | Promote and recognize, Solicit New Members, Show event photos and videos | Number of people joining the Chamber to take advantage of Member Social Media Benefits |
| **Event Flyer** | Send to prospective members, Promote and inform | Event registrations, sponsorships |
| **Business Cards** | Distribute whenever possible, Promote reasons to join the Chamber on backside | Phone calls, emails and faxes, businesses consulting the "reasons to join the Chamber" |
| **Membership Drive** | Utilize members to make referrals and bring in new members | New Members joined, number of volunteers, prizes donated, number of referrals |
| **Site Visits/Direct Contact** | Pursue members with face-to-face contact | Number of new businesses, direct response |

## Using Media to Reach Prospective Members

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Press Releases & Event Releases Email & Fax Broadcast** | Email to media list to run stories and calendar listings, Solicit Prospective Members | Press releases and events are run in local and regional newspapers, membership and event inquiries |
| **Media Advisories** | Invite media to attend, cover, and promote events | Press attends events and covers Chamber stories in local and regional newspapers, membership and event inquiries |

## Community Resources, Advertisements, and Events

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Chamber Website** | Promote the region with town demographics, photos and important information | Number of visits, queries, and clicks tracked, increased advertisements |
| **Cedar Park Map** | Promote the City, Direct patrons where to go | Demand of maps, feedback, ads purchased |
| **Cedar Park Brochure** | Promote Cedar Park, Encourage tourism and historical/cultural exploration | Positive image of Cedar Park, increased visitors |
| **Editorials/Op-Eds** | Promote the City/Community | Positive image of Cedar Park, increased visitors to cultural attractions, number of relocations |
| **Taste of Cedar Park** | Promote local restaurants, cultural organizations and entertainment, Encourage commerce | Number of attendees, quality and quantity of restaurants, organizations, and entertainment, revenue, feedback, |
| **E-Update Community Events Section** | Promote the events of members and community Service organizations throughout the region | Turnout at various events, feedback, number of hits on the website, number of events listed by organizations in the community section |

## Resources/Methods of Communication

| Tools | Objectives | Determination of Success |
|---|---|---|
| **Cloud Based Share Drive** | Share folders, ideas, projects, and eliminate duplication | Improved communication, less duplication of efforts, shared projects |
| **Internal Calendar** (shared through outlook) | Be aware of all upcoming events, locations and times | Staff aware of each other's priorities, schedule and effectiveness of staff time and resources |
| **Emails** | Discuss projects, what help is needed, generate ideas, connect | Improved communication, prevent duplication of efforts, shared projects teamwork |
| **E-Update** | Be aware of all upcoming events, Inform of new services and benefits | Staff aware of all events and services |
| **Texting** | Send text messages when on the road or not in the office to ask questions or inform about scheduling, etc. | Staff aware of each other's whereabouts, able to communicate while working out in the community |
| **Staff Meetings** (once a week) | Convene to discuss projects staff is working on, what help is needed, and generate ideas | Improved communication, new ideas generated, more teamwork |
| **Board Retreat** (no more than every 2 years) | Discuss Chamber goals, access values, and inform and raise awareness of initiatives | New goals, a board and staff that works closely, an engaged and active board, new ideas generated |
| **Board Meeting/Exec Meeting** | Present important topics and speakers, decide whether to take action on an issue, discuss events, marketing, membership and financials | Informed board of regional issues, action taken on issues, an engaged and active board, attendance at meetings |

# Style Guide

Cedar Park Chamber
of Commerce

The Cedar Park Chamber is a community of businesses dedicated to making Cedar Park the best place to live and work. Through innovative community initiatives and exciting opportunities for connection, The Chamber brings together local businesses to plant the seeds of the future.

## Primary Logo (Color)



**Cedar Park Chamber** of Commerce

## Primary Logo (B&W)



**Cedar Park Chamber** of Commerce

Cedar Park
Chamber
of Commerce



Cedar Park
Chamber
of Commerce

Cedar Park
Chamber
of Commerce

Cedar Park
Chamber
of Commerce

Cedar Park
Chamber
of Commerce

Alternate Color Versions
Secondary Logo


Cedar Park Chamber of Commerce


Cedar Park Chamber of Commerce


Cedar Park Chamber of Commerce

# Cedar Park Chamber Icon



The Cedar Park Chamber Icon can be used as a semi-independent design element. It can be used separate of the logo, but only with the express permission of the Cedar Park Chamber.

# Colors

## Cedar Green

CMYK - C82, M31, Y100, K19

RGB - R49, G117, B58

HEX - #31753a

Pantone - 363

## Park Green

CMYK - C26, M100, Y79, K24

RGB - R165, G179, B57

HEX - #a5b339

Pantone - 376

## Chamber Black

CMYK - C0, M0, Y0, K100

RGB - R0, G0, B0

HEX - #0000

Pantone - Black 6

## Commerce Slate

CMYK - C0, M0, Y0, K80

RGB - R88, G89, B91

HEX - #58595b

Pantone - 425

**Cedar Park Chamber** of Commerce

Colors should not be altered in any way without prior approval from the administration.

# Fonts

Cedar Park
Chamber
of Commerce

## Nexa Book

ABCDEFGHIJKLMNOTQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%&*()

## Nexa Bold

ABCDEFGHIJKLMNOTQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890!@#$%&*()

# Guidelines

## Spacing



Copy around the logo should maintain a distance equal to the size of the Chamber Icon. This keeps the logo from being crowded by other elements and aids readability.

## Proportions



PERFECT



UNACCEPTABLE



UNACCEPTABLE

Never, never, never, never change the proportions of the logo. If you must scale the logo, always scale horizontally and vertically at 100%. For assistance in scaling a logo properly, please contact the Chamber.

## Font Substitution

There is flexibility in fonts used on documents featuring the logo, but the fonts used to create the logo must never be changed. Only use officially sanctioned logo files. Do not attempt to recreate the logo.

Official logo files can be obtained by contacting:

Cedar Park Chamber
info@cedarparkchamber.org

# Collateral



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Cedar Park Chamber of Commerce

Seeding Growth

CedarParkChamber.org

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Seeding Growth

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