



*Share in our goals & vision
for our Siren community!*

Please JOIN US as a member of the 2016-2017 Siren Chamber of Commerce!

We've accomplished much this past year!

- **EVENTS:**
 - CONTINUED GROWTH of website event calendar entries throughout the year.
 - NEW Siren Destination Wedding display created in Tourism Information Center.
 - NEW Talent added to Music in the Park, including well known artist RANDY SABIEN!
 - NEW Street Dance approach launched for 2016 as FREE Admission, business-sponsored event.
 - Supported Royalty & Pageant activities, including NEW Little Mr Miss Siren coronation.
 - Hosted very successful 2016 AWSC 'Celebrate Wisconsin Snowmobile Show & Ride' & AGAIN CHOSEN 2017 HOST LOCATION!
- **MEMBERSHIP:**
 - Welcomed 8 NEW members into the Chamber.
 - Completed & acted on your Fall 2015 survey insights into future strategic improvements, e.g.:
 - Restructured membership meetings to every other month with business development/educational focus, e.g. 'Marketing ONE: Business Marketing Made Easy.'
 - Initiated NEW event leadership policy where the leader of any event with net income over \$2,000 merits a free membership; 3 events/businesses already in receipt of this recognition.
- **MARKETING:**
 - Completed NEW 'responsive' Siren website & functionality – with very positive feedback!
 - Secured funding support, Burnett County Tourism & Polk-Burnett Operation Round Up, for NEW editions of Siren/Burnett County Tour Map and Siren Brochure/Booklet in 2016.
 - 3rd Edition Tour Map draft completed with printing by 2016 Annual Awards Dinner.
 - Supported NEW project initiatives with the Siren Tourism Commission, e.g.:
 - Main Street 'beautification' project (banners & flower baskets).
 - Co-developed NEW Siren Social Media Director position.
 - Join us on Facebook & Instagram! YouTube & Pinterest to be future focus.
 - Facebook page 'Likes' up over 10% in less than 1 month!

Just complete the 2016-2017 Membership Application to join!

- Please complete the attached ***Membership, Website, & Volunteer*** forms.
 - Include your '***year established***' so we can celebrate all major business anniversaries.
 - ***PLEASE CHECK which method you would like to receive next year's Membership forms.***

Thank You, in advance, for your support of our Siren Chamber.

Siren Chamber of Commerce Board of Directors

Joan O'Fallon, President
Ranae Beers, Secretary

Jamie Morales, Treasurer
Dave Bertuleit

Matt Golke
Bluette Puchner

Rich Tims
Tammy Twedt-Close



MEMBER BENEFITS & OPPORTUNITIES

Professional Networking

- **Meetings** – Come meet & network in a social setting with other business professionals from Siren and the surrounding area
- **Events** – Meet members of the community & tourism visitors, while working with other Chamber members at one of our events
- **Committees** – Volunteer to assist with the planning & details which make our events a success as you get to know fellow members on your committee

Membership Privileges

- **Voting** – Includes one vote per membership, but additional attendees are welcome at general meetings and encouraged to participate
- **Board of Directors Involvement** – Submit your name for Board appointment; help set direction & goals for our group
- **Referrals**
 - For all office/email inquiries, Siren Chamber members are referred first
 - 'Chamber Bucks' promotional gift certificates may only be redeemed at a Chamber business

Public Relations

- **Chamber 'Welcome' & Press Release** when you become a Siren Chamber member
- **Siren Chamber Event Press Releases** issued to print, radio & television news outlets

Promotions

- **Siren Group Welcome Bags & Promotional Bags**
 - Include your business brochure, coupon and/or other promotional materials
 - Occasions such as large visitor groups to Siren, Expo booths, and for new employees - such as the Siren School.
- **Music in the Park** – Become a sponsor & get listed on our website, season poster, plus announced that evening!

Advertising

- **Event Print Advertising** – Leverage Chamber newspaper & special insert ads; hold your own tie-in activity to be included on our event posters
- **Event Web Advertising** – Siren events entered onto key website community calendars
- **Social Media:**
 - **2 Facebook sites: *Siren Chamber & Siren, WI*** – Promote your business' event tie-ins/sales on our Siren, Wisconsin Facebook page
- **Destination Marketing Organization (DMO)**
 - Promoting tourism in northwest Wisconsin
 - Group buying opportunities in newsprint, magazines & web coverage

Marketing on Siren Website, www.VisitSiren.com

- **Business Listing**
 - Choose your 'Business' category; link to your own website
 - List in more than one category for \$10 per each additional listing.
- **Event Listing** – Submit your major events for posting on the 'Calendar of Events'

Business Support

- **Mentoring Program** – offered for new & existing businesses
 - Business-to-business support network of Siren business owners &/or Burnett County Economic Development resources



MEMBERSHIP APPLICATION

Levels of Membership/ Membership Criteria

Membership Year: September 1 - August 31, with voting for new Board members taking place prior to the Annual Meeting and installation in September.

Business Membership: \$125 standard rate

- Full member benefits & opportunities applicable and available to all our members
- Full participation in all Chamber events/activities is welcomed & encouraged, including consideration of volunteer positions such as the Board of Directors, serving on any committee, or helping at a chamber event
- Members will have 30 days to renew their membership after receiving this notice. If renewal is not received within this time frame, the website and other Chamber benefits will be discontinued.

New Business Membership (includes new businesses & businesses which have not been a member for 1 or more years) when joining between:

- September 1 – November 30: \$125
- December 1 – February 28: \$100
- March 1 – May 31: \$75
- June 1 - August 31: \$50

Individual Membership: \$35 standard rate; \$25 senior rate (65 years or older)

- Individual person not affiliated with, nor representing, a business or organization
- Voting rights & involvement same as business member; input at meetings & participation in events is welcomed & encouraged

Honorary Membership: No Fee; \$25 suggested donation - Schools, churches, civic organizations, non-profits

- No voting rights, but input at meetings & participation in events is welcomed & encouraged
- To remain current, please submit a membership form annually with updated contact information

2016-2017 MEMBERSHIP

PLEASE COMPLETE THIS INVOICE, THE WEBSITE INFORMATION SHEET & VOLUNTEER FORM ATTACHED.

Mail all information, with your dues (*made payable to Siren Chamber of Commerce*) to:
Siren Chamber of Commerce, Inc., PO Box 57, Siren, WI 54872

BUSINESS NAME _____ **YEAR ESTABLISHED** _____

REPRESENTATIVE(S) _____

MAILING ADDRESS _____

STREET ADDRESS (if different) _____

PHONE _____ **EMAIL ADDRESS*** _____

If you've provided an e-mail address, Chamber communications will be sent to you via e-mail.

AMOUNT ENCLOSED: \$125 (annual dues) Other _____

CIRCLE ONE: New Business Renewing Business Individual Honorary

CHECK ONE: Mail Next Year's Membership Forms E-Mail Next Year's Membership Forms

IF NEW, who referred you to the Siren Chamber? _____



WEBSITE INFORMATION

For our updated Website,
your website is immediately linked for visitors to access
Or – if no website – a ‘back page’ can be developed for you.

IF YOU HAVE A BUSINESS WEBSITE:

BUSINESS NAME (up to 24 spaces per line) _____ [1 Line]

BUSINESS WEBSITE NAME _____ [Auto link to Business Name]

IF YOU DO NOT HAVE A BUSINESS WEBSITE:

BUSINESS NAME (up to 24 spaces per line) _____ [1 Line]

STREET ADDRESS _____ [1 Line]

Keep in mind that our website will provide an option to click on a map to get to your location; if a PO Box is provided here, this will not be possible.

MAILING ADDRESS, if different _____ [1 Line]

Do you want this to also appear on the website: yes ____ no ____

EMAIL ADDRESS _____ [1 Line]

Do you want this to appear on the website: yes ____ no ____

PHONE NUMBER you would like listed on website _____ [1 Line]

2 - 3 BRIEF LINES OF DESCRIPTION for website business listing [2-3 Lines]

A slogan or additional information to describe your business, e.g. if your business offers multiple services, you may choose to be listed in one website business category, but you can describe what else you have to offer.

_____ (no more than 28 total spaces)

_____ (no more than 28 total spaces)

_____ (no more than 28 total spaces)

FOR ALL BUSINESSES –

In which CATEGORY would you like your business placed?

- Dining
- Fitness & Health
- Home & Auto
- Lodging
- Media & Utilities
- Professional Services
- Shopping
- Sports & Recreation

ADDITIONAL CATEGORY Listing: \$10

For placing of your business in two different categories on the website, please select/check two categories from those listed above.

PLEASE CHECK IF YOU PLAN TO SEND A NEW PHOTO OR LOGO: New Photo ____ New Logo ____



SHARE YOUR TIME & TALENTS

We need your help!

The success of our Siren Chamber of Commerce events and activities relies on the support of our members and other community organization partners.

**ANY level of help is *truly* appreciated!
Please pick 1 – 2 options which interest you the most!**

ANNUAL 'EVENT' COMMITTEES/SUPPORT

- Siren *Destination* Wedding Fair
- St. Patrick's Day
- 4th of July
 - July 3rd Street Dance
 - Freedom Five 5K Race
 - Bed Races
 - Parade
- Music in the Park
- Siren Open Golf Scramble
- Siren 'Supercell' Race Series (links 4 Siren annual running races)
- Siren Royalty Program
- Summerfest
 - Car Show
 - Flea Market
- Taste of Siren
- Harvestfest
 - Arts & Crafts Fair
 - Petting Zoo
- Christmas in Siren
- Other Event activities: _____

INTERESTS/ASSISTANCE, such as the following examples:

- Advising, e.g. Business-to-Business Mentoring Program
- Arts, e.g. BAAG or ABC liaison, Music in the Park coordinator
- Economic Development, e.g. focus group member, conduct surveys
- Funding, e.g. grant writing, fundraisers
- Graphics, e.g. brochures, maps, logo
- Photography, e.g. photograph events for Siren photo library
- Technology
- Writing, e.g. press releases
- Other: _____