

2020 Membership Benefits

*Invest in the Chamber and get **growing**.*

All new members receive:

- One complimentary seat at a Membership Luncheon
- Ribbon Cutting facilitated by our Chamber Ambassadors

Basic Membership includes:

- Listing in two different Business Categories
- Listing in the annual community guide, by categories and alphabetically
- Listing on Chamber website by business categories
- Link to your business or organization website
- Link to your email
- Chamber Membership Plaque
- Ability to post your business events, deals and job openings on our website

Value Membership

Includes all of the above, PLUS:

- One Market Table at a membership luncheon, \$50 value
- One ad in the Chamber email newsletter, \$150 value
- Three seats per year at membership luncheons, \$75 value

For just \$125 more, you receive benefits with a total value of \$275.

Did you know?
Small businesses that join a chamber enjoy:

49%

Increase in
public favorability

68%

Increase in
public reputation

73%

Increase in
public awareness

80%

Increase in
likelihood to patronize

SOURCE: Shapiro Study on
Chamber Membership, 2012.

Membership Has Its Privileges.

Some of the Many Ways the HEB Chamber Can Help You Promote YOUR Business!

Announce Your Event!

Post your events on our website calendar using your CHAMBERMASTER login. We'll then include your event in our weekly e-blast, "Plan Your Week in 60 Seconds." Promote your event for FREE!

Upcoming Events

May 2	CEC Group Room Network
May 3	EXPO Task Force Planning Meeting
May 3	Ambassadors' Meeting
May 3	Ribbon Cutting for Alley Cats Hurst
May 4	Good Morning HEB
May 5	Classic Chevrolet 5K De Mayo Social Run
May 5	Triple Crown Affair Benefitting Arts Council Northeast

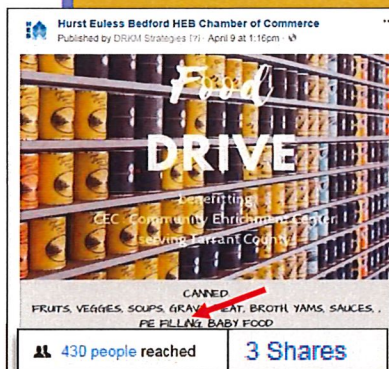


Promoting Business for Over 60 Years
PROUD MEMBER OF THE HEB CHAMBER

Show Your Pride!

According to one national study, businesses that are members of a chamber receive a **68% increase** in reputation and an **80% increase** in the likelihood that consumers will patronize the business. So be sure to get a copy of our "Proud Chamber Member" logo and share it on your email signature, your website, your social media and elsewhere. After all, it's FREE.

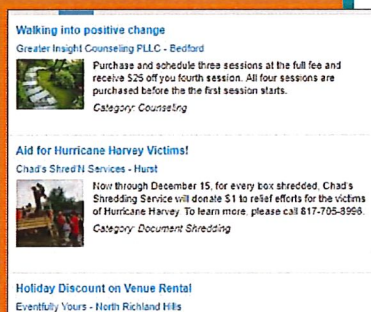
Boost Your Reach!



The Chamber can maximize your social media impact by sharing your posts and tweets. To ensure we see your post, use @hebchamber or email craig@heb.org. This also is FREE.

Promote Your Deal!

Post your special offers on our HOT DEALS section and on SLN Connect. And we often promote the member hot deals in our weekly e-blasts. Yep, it's F-R-E-E.



Get Cheap Space!

The Chamber has a Conference Room, Board Room and private meeting available for rent. (OK, not free but VERY affordable.) And space permitting, you also can put your brochure or business card in our lobby display racks.

Get a FREE Ad!

Members who attend a New Member Orientation can complete "Stan the Chamber Man's Recipe for Success."

Just complete five of the activities in the first 90 days of your membership and you can win a FREE ad in our digital newsletter. Ask for details.

And remember: The Chamber has many paid advertising opportunities, too, including sponsorships, the newsletter, the website, the printed Calendar of Events, the annual community guide and more. It's a great way to reach your target audience!



6 Reasons Why YOU Belong in the HEB Chamber

1. We ADVOCATE

The Chamber actively represents the interests of the community, promoting policies that are beneficial to business owners. We do this by:

- Identifying key issues and providing education on them
- Having a "seat at the table" to meet with government leaders
- Holding candidate forums
- Encouraging civic participation

2. We support ECONOMIC DEVELOPMENT

The Chamber works to create a business climate that supports the development and retention of both local businesses and their workforces. We also collaborate actively with the economic development leaders of all three communities and beyond, and we are partners in the **HEB Economic Development Foundation**. And through our Challenge by Choice presentation program, we support the development of our youth.

3. We EDUCATE

The Chamber regularly sponsors **seminars and workshops**. And each month, we sponsor a membership luncheon featuring a speaker discussing a timely and relevant topic.

4. We support BUSINESS and COMMUNITY SUCCESS

The Chamber actively works to provide opportunities and services that can help businesses and nonprofits develop strategic partnerships. Our current membership includes **800 area businesses**.

5. We provide CREDIBILITY

According to one national study, chamber membership increases a business' consumer favorability rating by **49 percent**, and increases the likelihood that consumers will patronize the business in the future by **80 percent**. Also, the HEB Chamber is **4-Star accredited** by the U.S. Chamber of Commerce, making us one of **fewer than three percent** of all chambers in the United States to have earned this distinction.

6. We build CONNECTIONS

If you are looking to expand your network, the Chamber is an excellent resource. Our many networking events include breakfasts and lunches, Business After Hours and "Leads Groups," small meetings where the attendees can exchange sales leads for business growth.

These are just a few of the ways membership in the HEB Chamber of Commerce can benefit you. To learn more, please call us at 817-283-1521.



Fast Facts 2020

Chamber Goals: 2016-2020

Business and Community SUCCESS

Provide opportunities and services to help businesses develop strategic partnerships.

- Community causes
- Nonprofit community
- Personal development
- Business connections

Economic DEVELOPMENT

Foster a climate that supports business and workforce growth; as well as business retention.

- Business retention
- Workforce development
- Economic Development Foundation
- Partnership for Economic Development

Business ADVOCACY

Represent interests of the business community and promote beneficial public policies.

- Government relations
- Collaboration
- A seat at the table
- Civic responsibility
- Candidate forums
- Voting records
- Issues identification

Chamber EXCELLENCE

Maintain a chamber that is recognized for its leadership and achievement.

Mission

Advancing business, strengthening community

Vision

The most relevant value-driven chamber in Tarrant County

At a Glance

Founded: Aug. 8, 1955 **Membership:** 600 businesses **President & CEO:** Mary Martin Frazier, IOM, CCE

Physical/mailling address: 2109 Martin Drive, Bedford, TX 76021; P.O. Drawer 969, Bedford, TX 76095

Phone: 817-283-1521 **Website and social media:** heb.org, Facebook, Twitter, Instagram, Linked In, YouTube

Ongoing programs: Includes monthly membership meetings; Chamber Unplugged and Good Morning HEB events; quarterly seminars; Leads Groups that meet weekly and WILD, our women's leadership program.

Did you know? The HEB Chamber is one of just 3 percent of all chambers in the nation to have received 4-Star accreditation from the U.S. Chamber of Commerce.

Quotable: "Membership in the HEB Chamber has benefited me personally and professionally. It's a great group of people, and I've expanded my network and built lasting relationships. I also appreciate how the Chamber advocates for our community. I'm glad to recommend the Chamber to anyone."

— Kimberly Ball, Major Account Manager, documentWORKS, and 2016 Chairman of the Board



Promoting Business for Over 60 Years

Grow With the Chamber!

Apply to join the HEB Chamber of Commerce — Advancing Business and Strengthening Community since 1955!

Basic Membership includes:

Listing on Chamber website and in annual directory
2 business category listings
Link to company website
Direct email link
Membership plaque
New members receive one membership luncheon pass, opportunity for a ribbon-cutting event and listing on the Chamber website.
Access to all Chamber events and activities

Value Package Membership includes:

Receive all of the above benefits, PLUS
Display table at the membership luncheon (\$50)
Ad in the Chamber digital newsletter (\$250)
Three tickets to a Membership Luncheon (\$75).
For just an additional \$125, a total value of **\$275!**

Select Your Annual Investment

One-time \$25 application fee for new members. Financial Institutions: \$620, each additional branch \$210, includes VP. Individuals: \$165.

# of Employees:	Investment:	Value Package:
1-5.....	\$275.....	\$400
6-10.....	\$303.....	\$428
11-20.....	\$358.....	\$483
21-50.....	\$440.....	\$565
51-75.....	\$550.....	\$675
76-99.....	\$605.....	\$730
100-199.....	\$660.....	\$785
200-299.....	\$715.....	\$840
300-399.....	\$770.....	\$895
400-499.....	\$825.....	\$950
500-599.....	\$880.....	\$1,005
600-699.....	\$935.....	\$1,060
700-799.....	\$990.....	\$1,115
800-899.....	\$1,045.....	\$1,170
900-999.....	\$1,100.....	\$1,225
1,000+.....	\$1.10 per employee	add \$125

Company Information (Please print.)

Business Name: _____
Mailing Address: _____
City: _____ State: _____ Zip: _____
Physical Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____
Home-based business? YES NO No. of employees : _____
Company Email: _____
Website: _____
Business category:
1) _____
2) _____

Company Representatives

Primary Rep: _____
Title: _____
E-mail: _____
Phone/Ext.: _____
Would you like to receive text alerts? YES NO
(If yes) Mobile number: _____
Representative No. 2: _____
Title: _____
E-mail: _____
Phone/Ext.: _____
Would you like to receive text alerts? YES NO
(If yes) Mobile number: _____

Mail application to P.O. Box 969, Bedford, TX 76095 Fax: 817-267-5111. Dues to the HEB Chamber are not deductible as a charitable contribution. However, a portion of the dues may be deductible as an ordinary and necessary business expense. For more information, call 817-283-1521.

STAFF USE ONLY

Amount Enclosed (dues + \$25 Administrative Fee): _____
Signature: _____
Card type: (AMEX) (DISCOVER) (MC) (VISA)
Card No.: _____ Exp.: _____ CVV: _____

Sold By: _____ Date: _____

☐ New Member Packet

☐ Membership Plaque Given