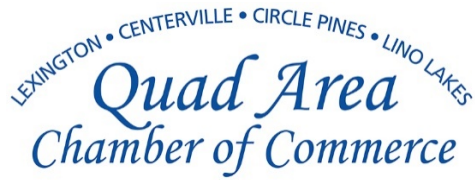


BOARD OF DIRECTORS



Stev Stegner, President

Mark Statz, Vice President

Dorothy Radermacher,
Secretary & Chamber Adm

Kelly Barton, Treasurer

Directors at Large

Heidi Zaworski

Rob Shurtleff, Website & Social
Media

Melissa Blackledge,
Ambassador & Networking

Commitment

Community

Communication

Want to get involved?

Email:

info@quadareachamber.org

Website:

www.quadareachamber.org

November 1, 2019

The Quad Area Chamber is having a year of growth & learning. Our membership is very important to us. We have reviewed the demographics of our membership as well as the sustainability of our membership dues. However, with that, we are changing our policy on Membership dues to be on a Fiscal Year rather than an Anniversary Year.

Why you ask?

- Efficiency for the member. (Budgeted & Paid with Year End)
- Simply process and reduce member late fees.
- To provide budgeted dollars on January 1, to accomplish the Strategic & Business Plan for the 2020 year.

How the conversion will work:

- If you have dues payable November December of 2019, simply pay the renewal amount and you are covered for all of 2020.
- If you paid your dues after April 1, 2019 your 2020 dues are prorated. The amount you are responsible for is shown on the invoice which is included.
- All dues not received by January 1 will incur a \$25 late fee.
- All dues not received by February 1, will be considered a voluntary dropped member.
- Log in to your chamber nation account and pay on line or mail payment to QACC P.O. Box 430 Circle Pines, MN 55014

Also included with this mailing is a revised Dues & Benefits Information Sheet. We are adding Silver, Gold & Platinum levels of support to our membership structure.

One of the benefits of the Chamber Nation Platform is a Return on Investment Report. We have attached the report for your membership.

Are the numbers not where you would like them? Please contact us, as it means that you have not finished setting up your company TCS page info.

Thank you for your continued membership and we look forward to getting to know you better and supporting business & community growth in 2020.

Stev Stegner, President

Quad Area Chamber Board of Directors

Return on Investment:

TOTAL MEMBER ADVERTISING
VALUE RETURNED THUS FAR:

85

Counter output:
\$8,527.50

MEMBERS CLICK
HERE

HAPPY MEMBERS

[View Network Report](#)

(resets 1st of each month until new views)

125671

TOTAL MEMBER IMPRESSIONS

Display Click Through Value (ROI) - This is calculated at a VERY conservative twenty-five-cents (\$0.25) vs buying a Google or Bing ad at \$1 to \$2 industry average for a human click through. We find that these reports often offset the full cost of community membership within the first 12 months from the member's launch date.

890

TOTAL DIRECTORY QUERIES

Your Business Return on Investment

Display Case	Total Display Views	Recent Display Views	Total Display Clicks	Recent Display Clicks	Displays Like Votes	Conservative \$.25 ROI	Industry Average \$1.50 ROI
F & M Bank	1117	51	1086	9	25	271.50	1629.00
F & M Bank	1124	58	1087	10	25	271.75	1630.5

Legend

- **Display Case** - Name of business
- **Total Display Views** - Member's total display views or exposures from their online display case since launch
- **Recent Display Views** - Current month
- **Total Display Clicks** - This is an actual action by a human (not just an exposure) to learn more since launch
- **Recent Display Clicks** - Current month
- **Displays Like Votes** - When a person visits an individual display they have the option (when feature turned on) to click that they like this display or service.
- **Conservative \$.25 ROI** - This display click through value is calculated at a VERY conservative twenty-five-cents (\$0.25) vs buying an ad at \$1 to \$2 industry average.

We find that these reports often offset the full cost of community membership within the first 12 months from the member's launch date.

- **Industry Average \$1.50 ROI** - This display click through value is calculated at an industry average of \$1.50.