

2024

New Horizons Chamber
**MEMBERSHIP
GUIDE**



We invite you to join



The New Horizons Chamber is proud to serve residents and businesses of this community as well as the thousands of people who visit annually. Our mission is to work together as a community to strengthen, support and energize New Hampton and surrounding business districts.

Our Chamber will continue to enhance the quality of life for all people of New Hampton and Chickasaw County by encouraging and implementing social and economic activities which create a sense of home and community vitality. Turning visitors into residents and residents into dedicated, welcoming and loyal citizens will allow New Hampton, the City of Expanding Horizons, to continue to thrive and grow.

We welcome you to take a look at the many opportunities that a chamber membership can benefit you and your business. If you have any questions or if there is anything else we can do to assist your business, please don't hesitate to reach out to us!

Sincerely,

Liz Zweibohmer

Liz Zweibohmer, Executive Director
Theresa Rasmussen, Office Assistant

Chamber Board of Directors 2024

Bobby Schwickerath, President
Emma Schwickerath, Vice President
Megan Baltes, Secretary

Patty Phillips - Design Committee
Kerstin Schwickerath - Retail Committee
Mindy Humpal - Business Improvement
Becky Babcock - Organization Committee
Karen Clemens - Ex Officio
Kristi Peterson - Ex Officio

Why be a Chamber Member?

The New Horizons Chamber is a non-profit organization that unites business and professionals to promote the business climate and quality of life in the New Hampton area. The strength of the Chamber lies in its membership. Collectively, we can accomplish what no one could do individually. Here are just a few of the many ways we can help your business.

Credibility

Increase positive perceptions of your business among community and business members when you're identified as an active member of the New Horizons Chamber

Growth

The New Horizons Chamber encourages economic growth by promoting tourism, events and a positive business environment

Voice

We advocate on your behalf. Gain a say in what happens through our advocacy efforts. Allow us to keep you up to date on local issues that could impact your business.

Visibility

Increase your exposure with a website directory listing, ability to share events, job openings and news releases. Participate in Chamber ribbon cuttings, shop local promotions and event sponsorships.

Referrals

Our office recommends its members first and provides information to hundreds of visitors each year via publications, email, phone and website directory listings.

A Year in Review

2023 BY THE NUMBERS

MEMBERS



125
Members



21
New
Members

SOCIAL MEDIA

New Horizons Chamber	New Hampton Heartland Days	Chickasaw County Tourism	New Hampton Farmers Market
 1.9K Followers	1.6K Followers	830 Followers	213 Followers

 95 Followers

 **325+** Weekly Email Newsletter Recipients

EVENTS

Chamber Organized Events

- Ladies It's Your Day
- Senior Banners
- Main Street Bloomers
- Farmers Market
- Heartland Days
- IDC/Chamber Golf Outing
- So Long Summer
- Homecoming Parade
- Scarecrow Contest
- Holiday Punch Cards
- Holiday Open House
- Home for the Holidays/Shop Small Saturday
- Downtown Live Windows
- Panic Saturday

11



Ribbon Cuttings & Business After Hours

20



Hosted Events & Event Partnerships

895



Community volunteer Hours provided through Chamber Events

Chamber Featured Events

Ladies It's Your Day:

Typically held in the spring, features local shopping and food, fun activities and deals for ladies all day. Goodie bags are handed out to the first 100 shoppers with items from local businesses.

Senior Banners:

A beloved tradition started during Covid. A banner featuring each graduating senior from New Hampton is hung on Main Street and sponsored by local business and parents.

Hanging Baskets & Planters

A new addition in 2023 was taking on the Main Street Bloomers--organizing volunteers to water downtown flowers which are up from May to September. We also decorate Main Street planters for summer, fall and Christmas seasons to make Main Street attractive all year round.

Heartland Days:

By far our largest event of the year full of great music, food, fireworks and activities for everyone held during the second full weekend of June. 2024 marks our 30th Anniversary!

Farmers Market:

Happening each Thursday evening during the summer. An event we will be focusing on growing with live music and more vendors each week.

So Long Summer:

An event celebrating summer held each September! Coincides with Lunch for a Cause supported by the Chickasaw County Pork Producers who donate meat, sides and drinks to assist with fundraising for a worthy local organization.

Annual Scarecrow Contest:

Area businesses are invited to participate and put a creative twist on their very own scarecrow. The public chooses their favorite scarecrow via "Like" on Facebook and winner receives traveling trophy. Contest has reached 12K+ people both years!

Holiday Open House:

Kicking off the holiday shopping season, shoppers are able to checkout the latest holiday items for the year. Typically the annual Makers Market and Craft Crawl at the Pubz are both held drawing in visitors and vendors from all over.

Holiday Punch Cards:

A tradition that promotes local shopping during the Holidays for all our participating local businesses. For each \$100 spent, punch cards can be entered and are drawn for great prizes once a week for six weeks during the Holiday Season.

Live Window Display:

Downtown businesses transform storefront windows into live Christmas scenes. Strolling characters, warm up stations, and carolers are sure to make this local shopping event a must see. Even Mr. & Mrs. Clause travel from the North Pole to join us for pictures and fun!

Small Business Saturday:

A day spent celebrating local retail and shopping small! Typically combined with Ladies It's Your Day showcases the amazing local businesses we have and the importance of supporting small. Goodie bags are handed out to the first 100 shoppers with items from local businesses.

Santa Mailbox:

During the Holiday season, kids can drop off Letters to Santa at our Santa Mailbox and we make sure they arrive safely to the North Pole! Leave a return address and Santa may even write back!

Panic Saturday:

Our last retail event of the year falling on the weekend before Christmas! The perfect event for those finishing their Christmas shopping lists or for those that haven't even started :)

**Events and list are subject to change. We are continuously brainstorming new events and modifying current ones to keep them fresh.

Investment Levels

<u>Benefits</u>	<u>\$50-\$249</u>	<u>\$250-\$499</u>	<u>\$500-\$999</u>	<u>\$1,000-\$2,499</u>	<u>\$2,500+</u>
Listing on our Chamber website directory (name, address, phone)	X	X	X	X	X
Receive business referrals and introductions to other members	X	X	X	X	X
Subscription to weekly email newsletter to stay informed about key topics, upcoming events & opportunities	X	X	X	X	X
Attend a Ribbon Cutting or Grand Opening for Chamber Members Only	X	X	X	X	X
Eligible to participate in Chamber Bonus Bucks	X	X	X	X	X
Receive Social Media promotions on the Chamber's Social Media Platforms	X	X	X	X	X
Chamber Member Window Decal	X	X	X	X	X
Opportunity to serve on Chamber committees	X	X	X	X	X
Complimentary use of Chamber meeting room		X	X	X	X
2 Social Media Posts		X	X	X	X
Promote your public event in our weekly email newsletter		X	X	X	X
Member Spotlight in various communications including social media and/or newsletter			X	X	X
Logo and Chamber Member shoutout included in 100 Ladies Day Goodie Bags for 2024			X	X	X
<i>NEW</i> - Business listing & description in our Spring 2024 New Hampton Chamber & Area Guide			X	X	X
1 Promotional Ad in Weekly newsletter				X	X
<i>NEW</i> - Business card size advertisement w/ logo in our Spring 2024 New Hampton Chamber & Area Guide				X	X
Logo and business social media links added to Website Directory				X	X
2 Boosted Social Media Posts (Worth \$50)					X
<i>NEW</i> - Half page advertisement in our Spring 2024 New Hampton Chamber & Area Guide					X
4 Banner Ad Inclusions in our Weekly Newsletter [can be used consecutively or in different intervals]					X



Where do Investments Go?

As a non-profit organization we operate on a limited budget. Your dollars are put towards Chamber hosted events, staff salaries, main street beautification & so much more!

Individual Investments

Did you know? Not only are area businesses Chamber Members, we also have individual memberships. These individuals support our efforts of enhancing quality of life in New Hampton through activities and events for area residents and visitors every year!

Individual membership is an option for any person who wants to receive information and correspondence from the Chamber and be included in Chamber events. Members are also listed as a member in our website directory!

If interested in becoming an individual investor, please reach out to Liz at 641-394-2021 or nhcnewhampton@gmail.com

Chamber Bonus Bucks

As a Chamber Member you have the opportunity to accept bonus bucks. This is a FREE program that ensures money is spent locally and helps build our local economy.

Bonus Bucks can be given as employee incentives, gifts, awards, or whatever the reason you may choose.

How To Purchase:

Bonus Bucks can be purchased in \$5, \$10 and \$20 increments at New Horizons Office. Each check expires one year after the date of issue.

How To Redeem:

We make it easy for businesses to redeem! When you receive a Bonus Buck simply endorse the backside and take to your bank as you would a personal check.

Please let us know if you would like to "Opt In" to accept Chamber Bonus Bucks.



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www.discovernewhampton.com

