



AREA CHAMBER OF COMMERCE

PO Box 342, Hot Springs SD 57747 • (801 South 6th Street)
(605) 745-4140 • 1-800-325-6991 • hschamber@gwtc.net
hotsprings-sd.com • fallriverballoonfest.com

Chamber Membership

A business membership to the Hot Springs Area Chamber of Commerce begins as low as \$150.00 per year for an owner operated business and gradually increases per number of employees. Dues are billed annually on the anniversary month. Membership fees are based on the number of full-time employees in Hot Springs. In comparison to Black Hills chamber memberships, Hot Springs has the most competitive rate. As a member of the Chamber of Commerce, you have the support of a large network of members dedicated to improving the strength and quality of our community.

If a member participates in the benefits offered by the Hot Springs Chamber of Commerce, the total Value of annual membership is easily over \$3,000 per year. Invest in your business with a membership to the Chamber of Commerce and take advantage of the multiple benefits that are offered.

Member Benefits are broken down below and where possible a value has been attached. Depending on the type of membership chosen at sign-up, members are entitled to the following benefits:

HOT SPRINGS CITY MAP

The Chamber publishes 20,000 full color City maps annually, and member businesses in the area are recognized with a free name listing on the back of the map. This map is widely used throughout the community year-round. The map also highlights the Freedom Trail, murals, parks and other points of interest. Members also have the option of taking out a paid advertisement on the front or back of the map (space permitting). Members who currently have an ad on the City map, reserve the right of first refusal for renewal for the following year, then any open spots are available for all other members to reserve on a first-come, first-served basis. (The value is based on \$0.01 per person per map listing. The value to paid advertising members would be much higher.)

Benefit Value: \$200



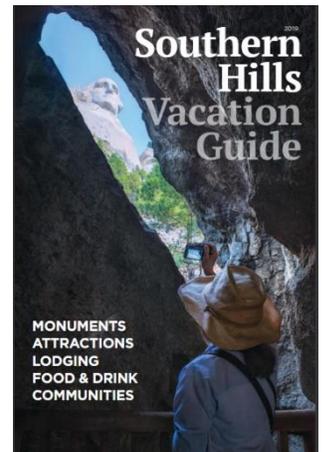
MAGAZINE LISTINGS



The Hot Springs Welcome Magazine is a tourism piece that is published for the Hot Springs Chamber of Commerce by the Fall River County Herald and is unique to Hot Springs. The Hot Springs Welcome Magazine (HSWM) is available throughout Hot Springs as well as being distributed out of town by Certified Folder Distribution to I-90 and I-29 Visitor Centers. 40,000 copies of the HSWM are produced each year. The Hot Springs Chamber participates in leads gathering programs which generate 12 – 16,000 leads per year and a digital version of the HSWM is distributed to these leads, with the option of requesting a hard copy. The Chamber mails out approximately 10,000 magazines per year. (Value based on \$0.01 per person, per circulation)

Value: \$400

Southern Hills Vacation Guide: Members get a free listing in the Southern Hills Vacation Guide (SHVG). The guide represents and serves as a collective Welcome Magazine for the communities of Hot Springs, Custer, Hill City and Keystone. Circulation is 80,000 print, 30,000 are mailed directly to active travelers and distributed to 120 locations. The SHVG is produced each year, and they are mailed to leads generated from all these communities. These magazines are also delivered to racks that Certified Folder has in their territory, all of the I-90 and I-29 visitor centers across the state of South Dakota, and in person at the Custer, Keystone, Hill City, Edgemont and Hot Springs Visitor Centers.
(Value based on \$0.01 per person, per circulation) **Value: \$850**



Total benefit value of both listings: \$1,250

WEBSITES

The Hot Springs Chamber owns and maintains four websites.



The Hot Springs Chamber's official website, **hotsprings-sd.com**, is an attractive, mobile device-friendly resource for tourists and locals alike. All Hot Springs Chamber members are listed on the online business directory, under up to three categories (e.g. service, recreation, shopping, etc.) for FREE. All enhanced directory listings not only include phone numbers, addresses and web links but can include any photo/video multimedia and special downloads such

as menus or coupons you wish to include or submit.

The Chamber is currently planning an upgrade and redesign of the Chamber's website for 2020 to keep up with modern trends. To September 30, 2019, the Chamber website has logged 173,355 pageviews and 99,011 sessions, with over 80,000 unique users of the site throughout the year.

The Hot Springs Chamber collaborates with the South Dakota Department of Tourism for a cooperative marketing campaign throughout the year. All the advertisements are directed back to the Chamber website www.hotsprings-sd.com. The total campaign spend, which includes (but is not limited to) banner advertisements, pre-roll video ads, search engine Ads, and social media ads, will be over \$80,000 for 2019.

Each directory listing on the Chamber's website is a separate page indexed by Google and appears high in rankings, which is especially valuable for members with limited or no other web presence. Depending on your industry, individual directory listings on the Chamber's website garner anywhere from 100 to 1,500 views a year. Having your directory listing available on the Chamber's site, indexed by Google, and accessible to all users 24/7 is a major benefit.

Benefit Value: Over \$250.

The Chamber also owns and maintains the **fallriverballoonfest.com** website, the official website for the Hot Springs Area Chamber of Commerce Fall River Hot Air Balloon Festival, quickly becoming one of the premier events in the Southern Black Hills. With the site only having launched in March 2019, the Balloon Fest website has already garnered over 9,100 pageviews with over 6,500 unique users having viewed the site. Members who sponsor the Balloon Festival at specific premium levels can have their logo or a link featured on the site.



HotSpringsCommunityCalendar.com. This online calendar features local events and activities, public meetings, school activities, and more to help foster a sense of community and better inform the public – this calendar is mirrored on both the Municipal City of Hot Springs website, hs-sd.org, and on the Chamber’s website, hotsprings-sd.com.



The final site that the Chamber owns and operates is **SoakInHotSprings.com**, a website dedicated to the history and architecture of the Hot Springs area, with updated content that was previously only available in a limited-run brochure from the 1990s-2000s. Packed with historic and modern photographs for comparison, architectural analyses, information about the art murals located around Hot Springs, and an “Eye Spy” game for kids and adults of all ages to play as they explore the community, SoakInHotSprings.com serves as an online walking tour guide for Downtown Hot Springs.

History Tour (10) Union Depot
 1) Fall River County Courthouse
 2) Braun Hotel
 3) The Gibson House
 4) The Wesch-Glak
 Built: 1891
 Address: 630 North River Street
 Another example of the local adoption of the Richardsonian Romanesque style is the 1891

DIGITAL MARKETING

Many print publications come with an optional digital component, which allows the Chamber to track certain statistics and gauge the effectiveness of various marketing efforts. Digital marketing is often more affordable than print options and allows the advertiser to target certain demographics or interest groups. The Chamber participates in digital marketing with Black Hills and Badlands Tourism Association and South Dakota Department of Tourism. Where appropriate, the Chamber can market member businesses and Chamber events.

As mentioned in the Magazine Listings section, the Chamber participates in various leads gathering programs, which bring in anywhere from 12,000 – 16,000 leads per year. Whereas these leads are initially sent a digital copy of our Hot Springs Welcome Magazine, these leads may be used for re-marketing certain campaigns or special events as they are permission based.

SPRINGTIDES DIGITAL NEWSLETTER

The chamber produces a free weekly digital newsletter, distributed to an email list of over 700 residents, Chamber members, and regional patrons. This email includes information about events, schedules, meetings, and Chamber members can feature business promotions, news, flyers and other information to encourage patronage. Inclusion of advertisements in Springtides is **free to members**. Springtides is also shared weekly on the Chamber Facebook page. For members who have an ad running in Springtides - the estimated value of an advertisement in Springtides, considering 700 email addresses and an average estimated 40% open rate (a high rate; industry average is 23%; Source: Constant Contact), **Value is \$80.00 per week**.



BILLBOARDS

The Chamber currently leases and maintains 6 Billboards: North of Maverick Junction, South of Maverick Junction, Minnekahta Junction, East of Edgemont, Mule Creek Junction and East of Lusk, WY. These billboards direct people to Hot Springs with a message of year-round activities, attractions, accommodations, dining, unique history and shopping. Directing traffic to Hot Springs is a benefit to all members.

Benefit Value: \$50

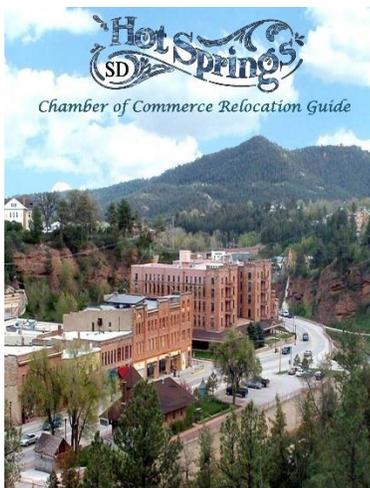


OTHER PUBLICATIONS

RELOCATION GUIDE

This publication is designed specifically for families or individuals looking to live in Hot Springs. Whereas this publication does include non-member business to give the relocater an accurate picture of everything the community has to offer, non-members may only receive a listing. Chamber members are highlighted and are allowed a longer description of their business or organization.

Community benefit



DINING GUIDE

This publication offers guests and locals information on all the dining options available in Hot Springs. Member businesses appear in the guide free of charge and have the option to add extra information if space allows.

Benefit Value: \$25



MEMBERSHIP MIXERS

Chamber mixers offer an opportunity for the host business to highlight their products or services and give the attendees a chance to network and socialize, which opens up opportunities for business owners to collaborate and learn. The chamber handles all advertising and recruitment for the mixer. Each individual business is responsible for providing the refreshments.

The Chamber is also willing to assist new businesses with their Grand Opening or Ribbon Cutting. The Chamber provides the ribbon and “giant scissors” for the event, liaises with the Mayor and advertises the event through Chamber Channels.

ANNUAL MEETING, DINNER AND AWARDS

The Chamber’s Annual Meeting and Dinner serves as a business meeting in a social setting, summing up the Chamber’s activities of the previous year, providing updates on Chamber activities and ongoing projects, and outlining the next year’s goals. Industry professionals from throughout the region are typically present and a Keynote speaker highlights Tourism and/or Business opportunities and industry topics. The Annual Meeting and Dinner also offers the opportunity to recognize member businesses and community members and Annual Awards are given out at the Dinner. The Chamber Executive Committee decides who will be the recipient/s of: Employer of the Year Award * Excellence in Digital Media Award * Director’s Award * Friend of the Chamber Award.

Businesses/Individuals are nominated by **Chamber members and the community** in the following categories: **Retail Business of the Year * Service Business of the Year * Hospitality Business of the Year * Community Pride * Citizen of the Year * Joyce Farrell Youth Volunteer of the Year**
Only Chamber members may vote in the above categories to determine the winners.

TRAINING AND SEMINARS

The Chamber facilitates and/or hosts various training and seminars throughout the year. We facilitate South Dakota Department of Tourism outreach and engagement sessions, host information Webinars and offer Social Media Sundowners. Webinar topics can range from business practices to tourism. Social Media Sundowners give instruction on social media and how it can help your business. The Chamber of Commerce also offers Hospitality and Customer Service Training and hosts a Job Fair.

HOSPITALITY & CUSTOMER SERVICE TRAINING

Each May, the Chamber hosts a day of Customer Service training and Familiarization. The Chamber offers these training sessions at no cost to staff of member businesses. These sessions cover basic customer service for front line personnel to learn how to welcome and serve visitors in Hot Springs. The FAM (Familiarization) Training gives attendees information on what our local attractions have to offer. The Chamber also disseminates information for online Customer Service Training offered for free by South Dakota Department of Tourism.

Free to Chamber Members

SOUTHERN HILLS JOB FAIR

Each spring the Chamber hosts the Southern Hills Job Fair where members are offered a free booth to recruit full time, part time or summer help. The Chamber pays for Job Fair advertising.

Free to Chamber Members

COMMITTEES AND TASK FORCES

The Chamber meets regularly with opportunities for member involvement through several different committees: Agriculture, Ambassadors, Retail and Business Events & Promotions and Tourism.

Members only benefit.



BULK MAILING

Members may request the use of the Chamber's bulk mailing license for direct mail campaigns of 200 or more pieces. Following the USPS guidelines, members would compile their bulk mail and pay for the actual postage at the Post Office. (Typically, a savings of approximately 10c or more per piece)

Members only benefit.

REPRESENTATION

Chamber Director and Board of Directors represent Hot Springs at local, regional and state functions, meetings and seminars. The Chamber is represented at the South Dakota Governor's Conference on Tourism, Rocky Mountain International's International Roundup, Black Hills Vacations Annual Meeting and the Balloon Federation of America's Hot Air Balloon Seminars. The Hot Springs Chamber has a seat on the Board of Directors of Black Hills & Badlands Tourism Association. The Chamber represents the Membership at any relevant government meetings pertaining to issues affecting chamber members.

CHAMBER FUNCTIONS AND EVENTS

Aside from sponsoring and promoting community events in general, the Hot Springs Chamber hosts and organizes several Chamber functions and events each year, with the purpose of bringing tourism and visitation to town as well as enhancing quality of life for residents.

Signature Event

Hot Springs Chamber of Commerce Fall River Hot Air Balloon Festival



This event is the Chamber's signature event and is the largest event that the Chamber puts on annually. With the support of Sponsors, City Government, Members and the Community, the Chamber brings 20 – 30 Hot Air Balloons to Hot Springs each August. The Chamber is slowly growing the event each year with the intention of increasing the amount of nights spent in Hot Springs and highlighting the many attractions, businesses and activities that Hot Springs has to offer. Currently, an estimated 5,000 people attend the festival and the Chamber hopes to grow that amount each year. **Member businesses and the community benefit greatly from increased visitation.**

Easter Egg Hunt

Each Easter, the Chamber sponsors the Easter Egg Hunt. The Chamber purchases the eggs, promotes and organizes the Easter Egg hunt for the whole community. The event takes place on the front lawn of the Michael J. Fitzmaurice State Veterans Home and the Easter Bunny makes an appearance to the delight of the kids.

Community benefit



Spring Fling Home Show

In April the Chamber offers businesses an opportunity to showcase their products and/or services at the Spring Fling Home Show. The chamber offers booth space with pipe and drape, arranges entertainment and/or demonstrations and pays for the advertising of the event. A nominal admission fee is charged, which the Chamber donates to a Hot Springs Charity.

Member discount for booth rental



Wine Walk & Putt

Designed to bring business to the downtown members, this event takes place on Friday of the Memorial Day weekend to officially start the summer. Downtown businesses host either a Wine-Stop, Snack-Stop or Putt-Stop and participants roam the downtown from business to business, and partake in wine tasting, eating snacks and enjoy a round of unique mini-golf. This event brings visibility to the downtown businesses to promote immediate or future sales.

Members only Wine Stops and advertising.



4th of July Festivities

The Chamber co-ordinates with the Hot Springs Rotary and others to ensure a festive 4th July celebration for visitors and locals alike. The festivities start on 3rd July with Rotary's Street Dance that is held in Centennial Park. On 4th July, the day starts early with Firecracker races, organized by Karen Meston and Jerry Brammer, followed by the Rotary's 4th of July Parade. After the parade, the Chamber hosts the Community Picnic and follows that with the Chamber's Firequacker Duck Race down the Fall River. The Chamber sponsors the posters and advertising for all 4th of July Celebrations as well as paying for the marketing and publicity.

Community benefit





Merchants’ Trick or Treat

The Chamber co-ordinates with local businesses, the participation in the Merchants’ Trick or Treat. The Chamber also introduced the festive “Halloween Eggs” to the event and co-ordinates the purchase and/or sponsorship and distribution of the eggs each year.

Community benefit

Small Business Saturday Promotions

Each year, during the Thanksgiving weekend, the Saturday following Black Friday is designated as “Small Business Saturday” (SBS). The Chamber co-ordinates with local businesses to create a campaign to encourage local shopping and support for local business. The Chamber encourages the support of local business year-round, not only on SBS. Wherever possible, the Chamber purchases from a local source.

Members only advertising



Downtown Christmas Cookie Cruise and Storefront Decorating Contest.



The Chamber joins Christmas in the Hills in creating a vibrant Christmas and Holiday celebration during the Christmas in the Hills Weekend. On the Friday night of the tree lighting ceremony, the Chamber organizes the downtown Christmas Cookie Cruise, where local bakers are paired with businesses to show off their baking skills and win a prize. Participants cruise from store to store, tasting delicious cookie samples and vote on their favorite cookie. The Chamber also organizes the Storefront decorating contest, open to all local businesses, and the judging takes place during that Friday night. The Chamber pays for the advertising and prizes for the Cookie Cruise.

Members only advertising

Chamber Events by Month

March	Chamber Annual Meeting, Dinner & Awards
April	Southern Hills Job Fair
	Easter Egg Hunt
May	Wine Walk & Putt
July	4th July Celebrations
August	Hot Springs Chamber of Commerce Fall River Hot Air Balloon Festival
October	Merchants’ Trick or Treat
November	Small Business Saturday promotions
December	Downtown Christmas Cookie Cruise and Storefront Decorating Contest.

MEMBERSHIP DUES
Business Memberships

Businesses and Organizations membership rates are based on the number of employees and active members are entitled to all benefits.

Owner-operated business	\$150	11 – 20 Employees	\$350
2 – 5 Employees	\$175	21 or more Employees	\$500
6 – 10 Employees	\$250		

The business and/or organization must be located in the Hot Springs Area to receive all benefits. If the business or organization is not located in the Hot Springs area, they will receive as many benefits as may apply, but cannot appear on the City map. Out of town members will be listed in the Magazines, but not necessarily in the Hot Springs section.

Accommodations

Accommodation businesses are broken into two categories Hotels and Campgrounds and are charged based on the accommodations offered. **Hotels** include Motels, Vacation Rentals, Cabins and Bed & Breakfasts. These members pay a base rate of \$150 per year and a fee of \$6 per hotel/motel room or unit. **Campgrounds** pay a base rate of \$130 per year and a fee of \$3 per camping site. If the campground offers cabins as well, the cabins are charged at \$6 per cabin. Active members are entitled to all benefits.

Hotel, Motel, Cabins, B&B, Vacation Rentals	\$150 plus \$6 per room or Cabin
Campgrounds	\$150 + \$3 per campsite

Government Offices

The Government Office rate does not include hospitality entities, which are billed at normal rates.

Government Office	\$150.
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Non-Profit 501 (c) 3 Corporations

Any 501 (c) 3 Non-Profit Corporation with fewer than 4 employees, or no paid employees, will pay annual dues of \$120. Active Non-Profit Corporations who pay the Non-Profit rate will be entitled to all benefits where possible, but if space is limited in publications etc., preference will be given to Business members.

Non- profit 501 (c) 3 with 0 to 4 employees	\$120
Non- profit 501 (c) 3 with 5 or more employees pay based on employees	

Churches

Churches may choose between two types of membership. A discounted, **limited membership** entitles the Church to a listing on the Chamber website, a listing in the Hot Springs Welcome Magazine, access to Springtides and voting rights (one vote per category) for Chamber awards. No other benefits will apply. Churches that would like to receive **full benefits** must be a registered 501 (c) 3 organization and would pay the Non-profit rate of \$120 per year.

Limited Discounted Membership	\$50
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Individual

Individual members to the chamber do not qualify for the Business benefits. Individual members receive the monthly newsletter and have voting rights (one vote per category) for Chamber awards.

Individual membership	\$45 per year.
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