



CHAMBER OF COMMERCE

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

2022 Chamber Membership Benefits

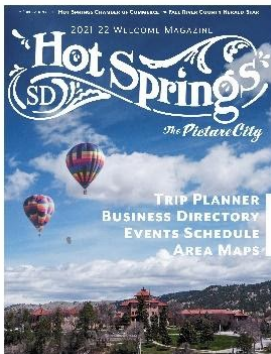
HOT SPRINGS CITY MAP

The Chamber publishes 15,000 full color City maps annually, and member businesses in the area are recognized with a free name listing on the back of the map. Space permitting, members also have the option of taking out a paid advertisement on the front or back of the map. (The value is based on \$0.01 per person per map listing. The value to paid advertising members would be much higher.)

Benefit Value: \$150



MAGAZINE LISTINGS

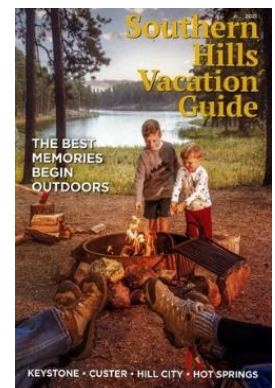


The Hot Springs Welcome Magazine is a tourism piece, unique to Hot Springs, that is published for the Hot Springs Chamber of Commerce by the Fall River County Herald Star. The magazine is available throughout Hot Springs as well as being distributed out of town by Certified Folder Distribution to I-90 and I-29 Visitor Centers. Magazine requests are received through the Chamber website as well as leads gathered from marketing efforts. The Hot Springs welcome magazine is distributed digitally and by mail. 25,000 print copies of the HSWM are produced each year. (Value based on \$0.01 per person, per print circulation)

Value: \$250

The Southern Hills Vacation Guide is a collective Vacation Planning Guide for the communities of Hot Springs, Custer, Hill City and Keystone Members get a free listing in the Southern Hills Vacation Guide, Circulation is 70,000 print as well as digital distribution. This guide is mailed to leads generated from all four communities. These magazines are also delivered to racks that Certified Folder has in their territory, all the I-90 and I-29 visitor centers across the state of South Dakota, and to all the racks that Road Runner Distribution has in their territory. They are also available at the Custer, Keystone, Hill City, Edgemont and Hot Springs Visitor Centers. (Value based on \$0.01 per person, per print circulation)

Value: \$700

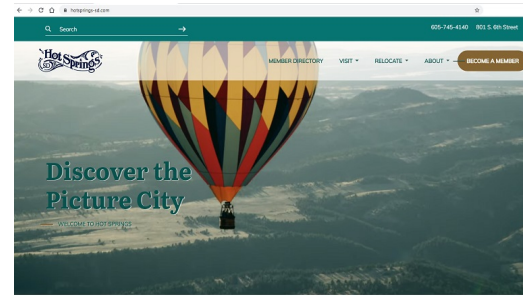


Total benefit value of both listings: \$1,100

WEBSITES

The Hot Springs Chamber owns and maintains four websites.

The Hot Springs Chamber's official website, hotsprings-sd.com, is an attractive, mobile friendly resource for tourists and locals alike. Hot Springs Chamber members are listed on the online business directory, in 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 submitted by members. The Chamber website was upgraded in May of 2021.



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, which includes (but is not limited to) out-of-home advertising, digital banner advertisements, pre-roll video ads, search engine Ads, and social media ads, will be over \$80,000 for 2022.

Benefit Value: Over \$250.

The Chamber also owns and maintains the fallriverballoonfest.com website, the official website for the annual Hot Springs Chamber of Commerce Fall River Hot Air Balloon Festival, a premier event in the Southern Black Hills. For the calendar year of 2021, the Balloon Fest website has already garnered over 25,000 pageviews, an increase of 65% over last year. 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 linked directly from 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.



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 promotes member businesses and events.



SOCIAL MEDIA

The Hot Springs Chamber utilizes social media and digital content, with over 16,000 followers on Facebook, as well as maintaining an active presence on Instagram, and remaining on the lookout for future platforms. Social media is used as both a promotional tool to engage potential visitors and a way of informing citizens of current and upcoming events and activities. Member businesses can request shares of their own posts and other promotions & events on the Chamber Facebook. Direct information requests are also handled through social media, often resulting in Chamber member-preferred referrals.

MEMBER REFERRALS & PROMOTIONAL MATERIALS

Phone calls and enquiries are received daily at the Chamber office, requesting information about area businesses and these result in preferred referrals to chamber members. The Chamber strives daily to promote its members.

Chamber members are also able to display their promotional brochures, pamphlets, rack cards and/or business cards year-round at the Chamber office in the Mueller Civic Center, or seasonally, at the historic Depot Information Center. This is free of charge to members.



Benefit Value: \$500 (\$.10 per direct communication to customer)



AMBASSADOR VISITS

Once per month, Chamber Ambassadors welcome new businesses to Hot Springs, celebrate longevity of existing businesses, as well as recognizing different milestones such as new Managers, change of business location, awards recognition, change of ownership or new services offered. All Ambassador Visits are featured in the Fall River County Herald Star, with a photo and a description. Businesses should consider the recognition in the Fall River County Herald Star the equivalent to at least a quarter page advertisement.

Benefit Value: \$300

CHAMBER CHANNEL MONTHLY NEWSLETTER

Our Chamber Channel newsletter is an all-digital e-newsletter that highlights Chamber announcements, membership happenings, community events, special awards and achievements and other Business or Community successes. This monthly newsletter keeps the membership up to date on Chamber news, events, programs, seminars, etc. Members may submit a flyer for inclusion in the Chamber Channel for small \$10.00 fee.

Benefit Value: \$300



SPRINGTIDES WEEKLY 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. Only Chamber members may advertise their service or

product in Springtides and may submit 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 4 Billboards: 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



This

RELOCATION GUIDE

publication is designed specifically for families or individuals looking to move to 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



SUPPORTING LOCAL BUSINESSES



Wherever possible the Chamber spends their budget locally and purchases supplies for their events in Hot Springs. At least 80 percent of the Chamber's Balloon Festival budget is spent in Hot Springs. The Chamber sponsors a KEVN Television Co-op Ad campaign during the summer months, to encourage visitors to shop in Hot Springs. The Chamber pays the majority portion of the advertising campaign to make it possible for small businesses to participate. During the November and December holiday season, the Chamber sponsors a digital "Shop Hot Springs" Campaign encouraging local shopping as well as doing print and radio ads to highlight what Hot Springs businesses have to offer.

MEMBERSHIP MIXERS & GRAND OPENINGS

Chamber mixers offer an opportunity for attendees to network and socialize, creating an opportunity for businesses to collaborate and share. The chamber promotes and advertises the mixer, while the host business is responsible for providing the refreshments. If members wish to offer beer or wine at their mixer a temporary alcohol license is needed at a cost of \$50. The Chamber sponsors the license fee for one mixer per month. The Chamber also assists new businesses with their Grand Opening or Ribbon Cutting. The Chamber provides the ribbon and "giant scissors" for the event, liaises with the Mayor or other officials and advertises the event through Chamber Channels.

ANNUAL MEETING, DINNER AND AWARDS

The Annual Meeting Dinner and Awards event serves as a business meeting to sum up the Chamber's activities of the previous year, provide updates on Chamber activities and projects, and outline the next year's goals. The Annual Meeting and Awards Dinner also offers the opportunity to recognize Member businesses and outstanding community members. The Chamber members nominate and vote for the recipients and the Chamber presents awards in the following categories: **Retail, Service and Hospitality Businesses of the Year, Community Pride, Citizen of the Year and the Joyce Farrell Youth Volunteer of the Year.**

The Chamber also awards **Employer of the Year, Excellence in Digital Media and the Director's Award.**

BULK MAILING

Members are afforded the opportunity of using the Chamber's Bulk Mail Permit, to help reduce their postage costs, when mailing out large quantities of mail. There must be 200 or more mail pieces, all the same size and weight, to qualify for bulk mail. There are some regulations to adhere to, please ask the Chamber for assistance.

TRAINING AND SEMINARS

The Chamber facilitates and hosts or sponsors 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.



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.

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.

Hot Springs Chamber of Commerce Fall River Hot Air Balloon Festival

This event is the Chamber's signature event and is the largest annual event that the Chamber organizes. 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 number 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 throughout the weekend.



Member businesses and the community benefit greatly from increased visitation.



Easter Egg Hunt

Every 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 at Butler Park 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, snack eating and enjoying 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, Firecracker Races and other community organizations to ensure a festive 4th July celebration for visitors and locals alike. The festivities start on 3rd July with Rotary's Street Dance in Centennial Park. On the 4th, the day starts early with Firecracker races, followed by 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. The Chamber sponsors all the advertising for the event.

Members only advertising

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



Santa Hat After-Hours Shopping Spree

A new event is being "test-driven" this Christmas and will most likely become a regular Christmas event. Businesses stay open late on a Friday night close to Christmas for an evening of last-minute after-hours shopping. Shoppers wearing Santa Hats are treated to a special discount, prize or treat, determined by the individual businesses. This event is designed to increase sales in our retail establishments.

