

## You as a member

The staff here at Storm Lake United are dedicated to making Storm Lake a great place to work, own a business, to visit and live.

Joining Storm Lake United provides a way to give back to your community and enables you to capitalize on the significant membership benefits.

Let us advertise your special events on our website, hotline, weekly "Splash" calendar, "United Reflections" newsletter, and 60 seconds spot on KAYL. Let us provide tourists and community members events that everyone can participate in and enjoy. Let us give you as a referral to the many calls and walk-ins we get daily. And let us seek out new industry and business opportunities to move into Storm Lake Iowa which will increase the population and traffic flow through town and into your business!

All you need to do is contact us today. We'd love a chance to talk more with you about this opportunities.

Storm Lake United Staff

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Date \_\_\_\_\_

Business Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Membership Due \$ \_\_\_\_\_

## Your Employees Are Also Members of Storm Lake United!

Invite your employees to participate in any of the following Storm Lake United activities and become involved in the Storm Lake Community:

- Attend valuable professional development workshops
- Network with other businesses
- Get involved with community events
- Volunteer to be on a United committee
- Read "United Reflections" monthly

The valuable result will be employees taking great pride in their work and in their community. Call Storm Lake United today and get involved!



stormlake united  
chamber | tourism | area development

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stormlake united  
chamber | tourism | area development

## Become a Member today!



# Business



# Industry



# Members

## Storm Lake United Mission

Storm Lake United is a leadership organization focused on enhancing the quality of life in the Storm Lake area. Storm Lake United will achieve results by implementing creative strategies to promote business growth and tourism.

## Membership Benefits

### Marketing & Advertising

- \*Ribbon cutting coverage in newspaper
  - \*Live ribbon cutting coverage on radio
  - \*Referrals for members only
  - \*Use of United's bulk mailing permit
  - \*Business publicity in *United Reflections* newsletter
  - \*Discounted use of copier and fax
  - \*Discounted mailing labels & lists for members only
  - \*14 Storm Lake commercials/ month on KTIV
  - \*60 second spot each Monday on KAYL, promoting special member news for the week.
  - \*Storm Lake Brochure available to pick up around town & mailed out—Members listed!
  - \*Exhibits at trade shows
  - \*Membership Decal—shows your continued commitment to the community
- ### Invaluable Information
- \*Hotline for up-to-date information (includes event updates, fraud, and bad checks)

### Educational Efforts

- \*4 Professional Development workshops a year
  - \*Mystery Shopper Service
  - \*Business counseling services
- ### New Website: VisitStormLake.com
- \*Listing in Membership Directory & Business Guide
  - \*Direct link to your business' website
  - \*Relocation packet to new residents and businesses with member referrals
  - \*Hot Deals that you can create for your customers
  - \*Chamber, Tourism and Area Development News
  - \*Facebook and Twitter presence

### Immeasurable benefits

- \*Event listing & receiving of "Splash" Calendar (weekly)
- \*Legislative initiatives
- \*Free use of meeting room and equipment
- \*Sponsored state-wide advertising with ads
- \*Responses to requests for information



# Storm Lake Events

Events encourage tourism, quality of life for our residents, and networking opportunities

**Extreme Winter Days**

**Thanks with Franks**

**Chills and Thrills Trick-or-Treat**

**Miracles on Lake**

**Business After Hours**

**United Coffee**

**Ribbon Cuttings**

... just to name a few!



Over 9,000 phone requests . . . . .  
Over 2,500 walk ins helped . . . . .  
Over 900,000 visits to our website . . . . .  
Over 1,800 referrals to United Members!



Buena Vista Regional Medical Center  
Business After Hours



Elements Cooking School  
Ribbon Cutting



Faith Hope and Charity  
United Coffee



Chills and Thrills  
Trick or Treat



Thanks with Franks