



Impacting Growth • Uniting • Leading

OLD ORCHARD BEACH CHAMBER OF COMMERCE
MEMBERSHIP BENEFITS



oldorchardbeachmaine.com





Dear Future Member:

Greetings, and thank you for considering becoming a member of the Old Orchard Beach Chamber of Commerce! You've officially taken one step closer to seeing, understanding and experiencing what your Chamber membership can do for you and your business.

Here at the Chamber we are all about positively **IMPACTING GROWTH** for your business, **UNITING** members and our community, and **LEADING** efforts to help our members, community, and beautiful state prosper.

“How could I benefit from a Chamber membership?”

Business promotion, exposure and growth.

Our website refers +130,000 visitors to our members' websites each year. Our welcome center has hundreds of visitors and daily phone/email inquiries as well.

Business intelligence, education and training.

We are pleased to offer complimentary marketing informational breakfasts, member listing statistic reports, and information and resource referrals.

Low-cost marketing and advertising visibility.

Enjoy a variety of opportunities online, in print, video, events, etc. **HIGHLIGHT:** our Vacation Planner reaches +1 million views in print and online each year!

Add integrity to your business.

Becoming a Chamber member means joining a strong, supportive, and active group of local business owners and community leaders.

Your business plays an important role within our community and we greatly look forward to putting it in the spotlight!

Please feel free to reach out to us with any questions you may have about becoming a Chamber Member.

Highest regards,

Kim Verreault
Executive Director

Meagan Poirier
Marketing Relations

**WEBSITE
SNAPSHOT**



oldorchardbeachmaine.com

STRONG SEO • ONGOING UPDATES

Average 49,000 page views &
14,500 visitors monthly.



ANNUAL EVENTS & INITIATIVES

Here is a snapshot of the community-building events and initiatives that we lead each year. **We welcome and encourage member ideas and involvement.**

Membership Awards Banquet

(June) Celebrating community, leadership, and commerce in Old Orchard Beach.

Old Orchard Beach Art in the Park - Art Show in Memorial Park

(August) Bringing unique, Maine-made art to travelers and locals alike.

Beach Olympics Weekend

(August) A valued partnership with Special Olympics Maine. All proceeds go directly to SOME.

Old Orchard Beach Car Show

(September) This popular event grows every year & benefits the O.O.B. firefighters.



Celebration by the Sea

(December) A free community enrichment weekend event to celebrate the holidays with a tree lighting, caroling, visits with Santa and more.

Stay tuned for exciting event updates in 2018!



•LOCAL

Continued working relationship with the town, municipal branches, area businesses, community leaders, and volunteers.

•TOURISM

Involvement and partnerships with the Maine Tourism Association, Maine Office of Tourism, Maine State Chamber of Commerce, and the Maine Beaches Association.

•COMMUNITY

Ongoing communication and collaboration with the J-1 Seasonal Workforce Committee, The Salvation Army, Community Watch Council, Special Olympics Maine, Eastern Trail Alliance, and many other area non-profit organizations.



MEMBERSHIP RESOURCES & EDUCATION



Our mission is two-fold: to support and promote our business members while enhancing travel and tourism in Old Orchard Beach, Maine. Every year we enrich our brand as the **premier resource for vacation planning in Old Orchard Beach**. We are always improving our approach and have no plans of stopping!

Monthly Member Newsletters



Each month we gather and share helpful information, relevant news, local updates, and more for your business.

We stay engaged with our growing list of visitors from near and far. There are great ideas for social media posts in here too!



Monthly Traveler Newsletters

Complimentary Marketing Workshops



Free collaborative education on topics like social media, branding, and more. This is a great chance to have questions answered and receive feedback.

Chamber membership means becoming part of a strong and growing network of local business and community leaders with knowledge and experience to share.



Networking & Referral Opportunities

- EMAIL MARKETING •
- SOCIAL MEDIA ENGAGEMENT •
- MARKETING TOOLS & TRENDS •



MARKETING & ADVERTISING OPPORTUNITIES

Expand on the value of your Chamber Membership with a variety of exciting advertising opportunities! See attached pricing sheet.

• **VACATION PLANNER** – Our popular Vacation Planner Visitor Guide is produced annually and available globally online in both French and English with over 1 million views/year. Each year, we print over 35,000 copies to distribute all over New England, Canada, and the Mid-Atlantic. All Chamber members are listed and a variety of print ad options are available!



• **CHAMBER WEBSITE ADVERTISING** – Our website is always improving; our strong SEO, growing traffic and referral figures make it the perfect place for your business listing.

Enhanced Listings – Make your business listing stand out with five photos, social media links & a custom business description!

Banner Advertising – Add another way for visitors to find you on our popular website. Your full color banner ad will be prominently located in the sidebar of your business category page and links directly to your website!

• **LOBBY VIDEO ADVERTISING** – Affordable, professional video production and year-round exposure in the busy Chamber of Commerce Visitor Welcome Center Lobby.

• **DOWNTOWN SQUARE KIOSK ADVERTISING** – Full-color print advertising featured in the square, downtown Old Orchard Beach. Our eye-catching and centrally located kiosk sees thousands of visitors per day during the summer.

• **PARTNERSHIP ADVERTISING OPPORTUNITIES** –

Maine Invites You – Maine's Official Travel Planner has a print circulation of 300,000 and more online. Advertisers also receive a complimentary ad in the Maine Beaches Association publication.

Trade Show brochure distribution - Participating in this direct marketing opportunity offers high visibility with prospective vacationers from New England, Canada, and the Mid-Atlantic.

COMMUNITY INVOLVEMENT & SPONSORSHIPS



The Old Orchard Beach Chamber of Commerce offers its members several opportunities throughout the year to give back to our great community through sponsorships, volunteering, and community giving initiatives.

Old Orchard Beach has a long history of utilizing its beautiful natural resources to help raise money for many charities and non-profit organizations. The town is also blessed with incredible people and groups that volunteer their time to make the many annual fundraising events happen.



The growth, enhancements, and continued promotion of tourism in Old Orchard Beach would not be possible without the generosity and cooperation of our valued Chamber membership.

**Old Orchard Beach...
A small community
with a big heart!**



Discover the best of Maine's Premier Beach Resort.



Old Orchard Beach Chamber of Commerce

info@oldorchardbeachmaine.com

11 First St. O.O.B. • (207) 934-2500

oldorchardbeachmaine.com