



Dear Chamber and Prospective Members:

It is time again to join or renew your membership with the Gooding Chamber of Commerce. On behalf of the Board of Directors, we'd like to thank you for supporting us; your ongoing financial contribution is vital to our ability to continue to deliver outstanding business support and events to promote Gooding.

The theme of the Gooding Chamber of Commerce's annual membership drive this year is: "**COME GROW WITH US!**" Becoming a Chamber Member is reinvesting in your business and in the Gooding area community.

We have adjusted our membership rates to make membership more affordable for our small businesses. No matter the size of your business, being a member of the Gooding Chamber of Commerce benefits you. Pay before February 1st, 2024 and receive a discount on your membership.

According to Kathleen Lanza, columnist for *Money News Now*, "**when consumers know that a small business is a member of their local Chamber of Commerce, they are 44% more likely to think favorably of it, and they are a full 63% more likely to purchase goods or services from that company in the future.**"

There are many reasons to join the Gooding Chamber of Commerce, some of which you may be aware of, others we continue to add to the mix in 2024!

- **ADVERTISING** opportunities through the Chamber's Social Media campaigns and our email list of members and local residents.
- Tap into the **POWER OF NETWORKING** and gain increased visibility at our monthly General Meetings on the third Thursday of the month.
- Introduce your business with **RIBBON CUTTINGS** and **GRAND OPENINGS**.
- Gain massive visibility and drive traffic to your business through the **CHAMBER'S SPONSORED EVENTS**, where we encourage members to promote their businesses. Another successful 2023 Shop Local campaign and Holiday Kickoff are just a few of the Chamber-sponsored events this past year.
- Get featured in the **CHAMBER OF COMMERCE BUSINESS GUIDE** and on our newly designed **WEBSITE**. Google loves to give preferential rankings to websites associated with high-profile quality sites, such as a local town's Chamber of Commerce website.
- **BUSINESS AND MARKETING WORKSHOPS** focused on providing growth strategies for all businesses.

Please plan to attend our monthly General Meetings. We welcome everyone, member or not, to a no-host lunch at **ZEPPE'S PIZZA AND SUBS** on Main Street on the **THIRD THURSDAY** of the month. It is a great time to network, share news about your business, and listen to informative speakers. The location changes occasionally, so please watch the Facebook page for any updates.

If you'd like to hear more about the Gooding Chamber and have never been to a meeting, we encourage you to attend our next Chamber Board Meeting to meet the Board and hear the exciting ideas we have planned for the coming year. Board Meetings are held on the **FIRST THURSDAY OF THE MONTH** at **ZEPPE'S PIZZA AND SUBS**. The more participation and the more resources available, the more we will continue to grow.

With new members come new ideas. We're open to hearing your suggestions on how we can make our Chamber more helpful and beneficial to its members and their businesses. If you have an idea for an event, fundraising opportunity, project, or anything else you think would help our local businesses, we want to hear it! You can email your ideas to goodingcoc@gmail.com. We are always looking to advance the general welfare and prosperity of the Gooding area so that its citizens and all of its business community prosper.

Attached you will find a **MEMBERSHIP RENEWAL/NEW MEMBER APPLICATION FOR 2024**. We have included a return, addressed envelope for your convenience. For online payment, visit our website at <https://www.goodingidchamber.org>. We look forward to your support and working with you to expand your business in 2024.

Growth is never by mere chance; it is the result of forces working together.

~ James Cash Penney | Founder, J. C. Penney

Gooding Chamber of Commerce 2024 Board of Directors
Cindy Carter, Nancy Dunn, Jeremy Marr, Shawna Jacobson, Beth Riddle,
David Clark, Anna Stearns, Aaron Geurts