

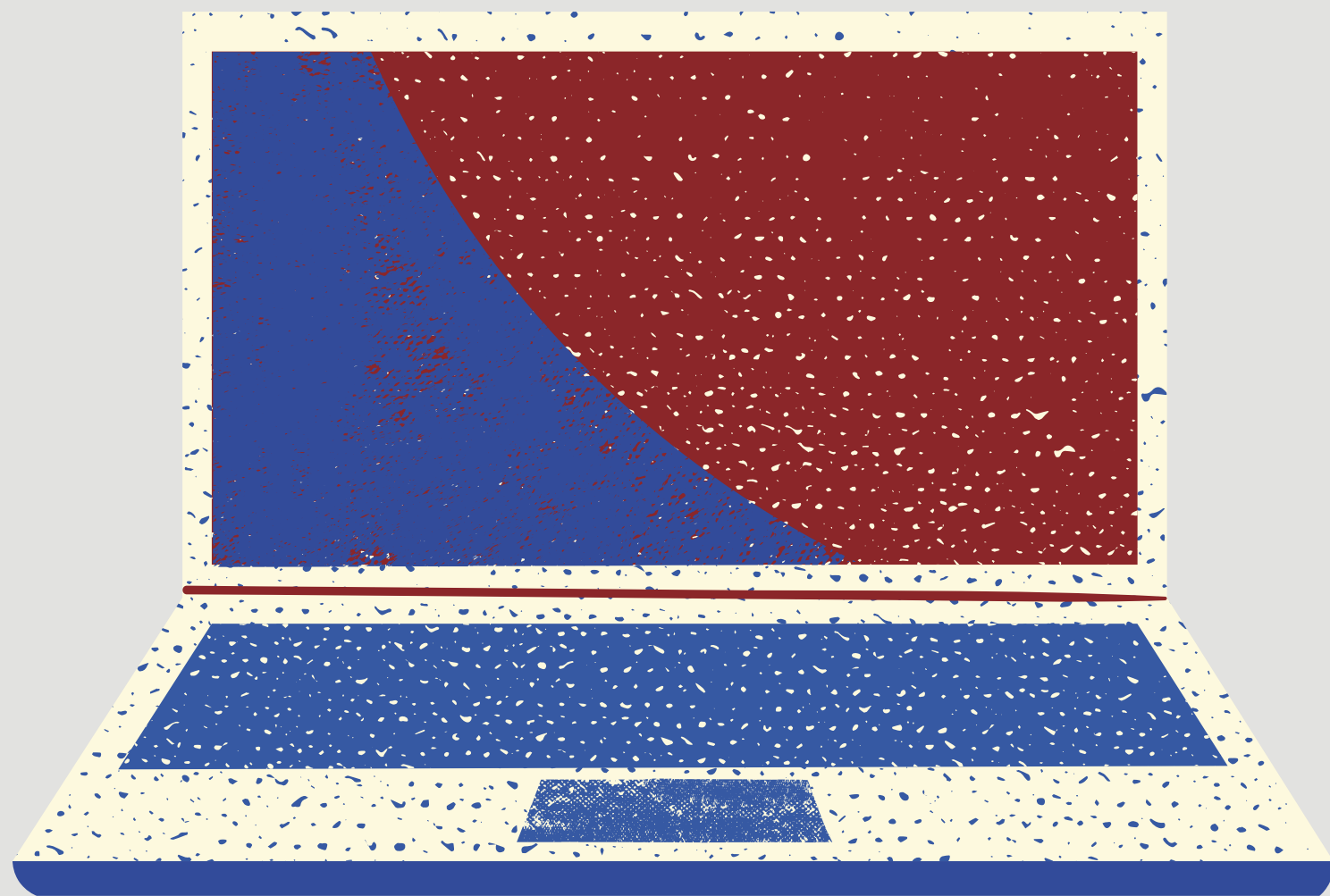
ASTORIA
WARRENTON
CHAMBER OF
COMMERCE

The Spirit of the Columbia

CHART Meeting

Jan. 12, 2022

Building Business, Building Community



SCOTT JUSTUS



ASTORIA
WARRENTON
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Scott Justus, CVA

AWACC Membership Coordinator



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Agenda

- **Who we are**
- **We we provide**
- **What does this mean**
- **Q&A**



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Who we are

At the Astoria - Warrenton Area Chamber of Commerce, we believe our community should be a place where everyone can find meaningful opportunities in our economy without the community losing its special identity.

Our mission is to drive prosperity by supporting our business community while celebrating our unique history and heritage.

We do this by providing an opportunity for businesses to work together to accomplish what no business can do by itself.



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What we provide

Credibility

- **Members are reputable**
- **Strength in numbers**
- **Advocate on behalf of members**



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What we provide

Major Impact on Small Businesses

- a 49% increase in **consumer favorability***
- a 73% increase in **consumer awareness***
- a 68% increase in its **local reputation***
- an 80% increase in the likelihood that **consumers will patronize the business** in the future*

*The Schapiro Group Study, 2012



What we provide

Relationships

- **Connect with other business and civic leaders**
- **Utilize employees and board members**
- **Building relationships is the key to success**



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What we provide

Increased Visibility



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- **Fast track to visibility**
- **Over 400,000 views annually**
- **Boost in search engine ranking**
- **Marketing opportunities**



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What we provide

Professional Development

- **Grow leadership skills**
- **Leaders Circle program**
- **Educational opportunities**
- **Strategic partnerships**



What we provide

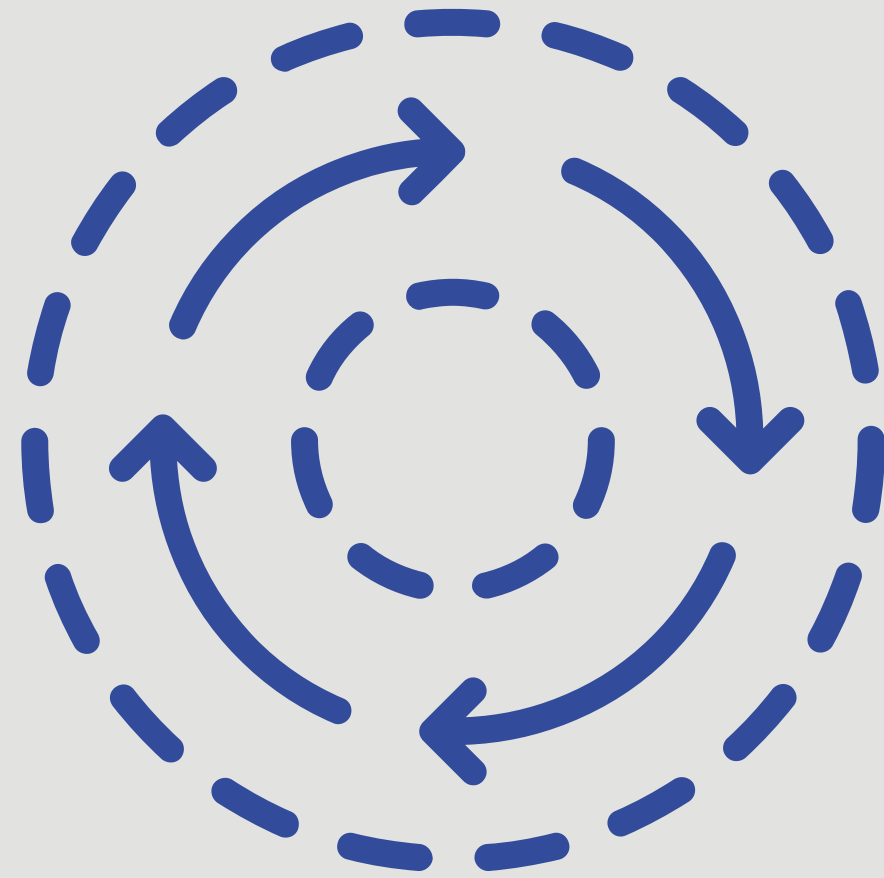
Other Benefits

- Member referrals
- Member to Member and Hot Deals
- Member Lists
- Events Calendar
- Sponsorship Opportunities



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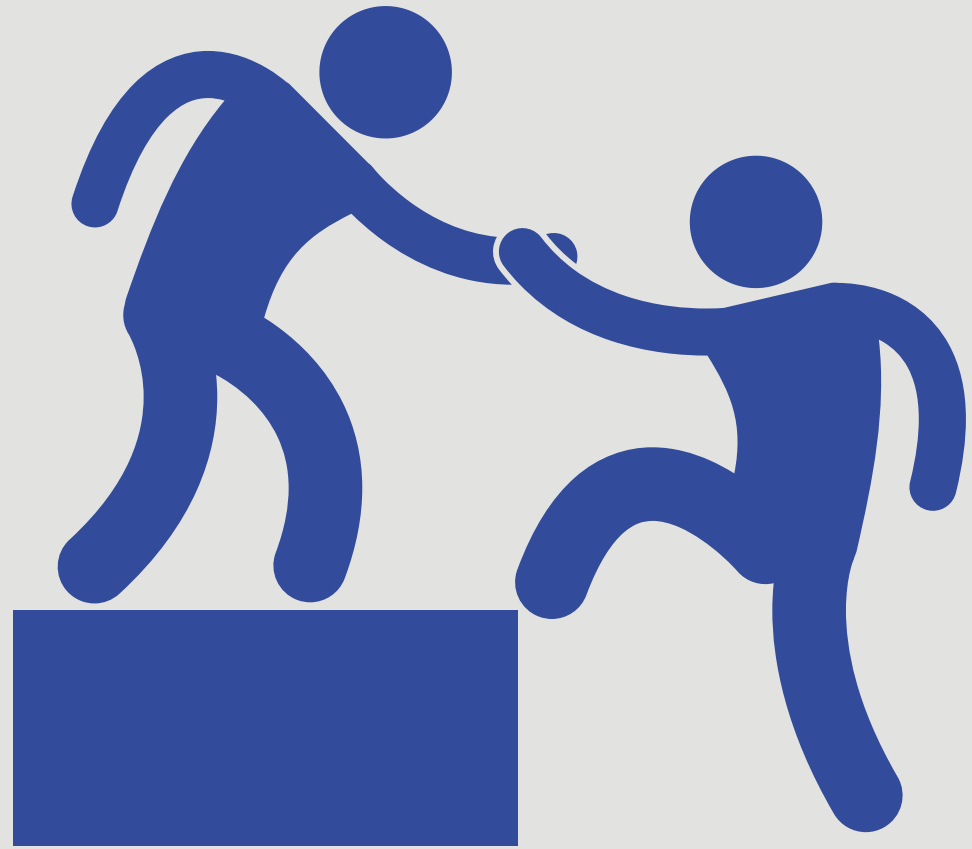
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What does this mean?

The Vicious Cycle

- **No Money**
- **No Supporters**
- **No Connections**
- **Bad Press**
- **Bad reputation**
- **No time to fix**



How can AWACC help

Ties to CHART



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- **Build Network**
- **Find Allies**
 - **Recruit volunteers**
 - **Board members**
- **Raise Funds**
- **Share Message**



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Q & A

Questions?





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Resources

For Non-Profits

- <https://www.nonprofitoregon.org/>
- <https://afpglobal.org>
- <https://community.afpglobal.org/afporswwa/home>
- <https://candid.org/>
- <https://cvacert.org/>
- <https://www.energizeinc.com/>