



Put-in-Bay Chamber of Commerce
PO Box 250
Put-in-Bay, Ohio 43456
419.285.2832
visitputinbay.com

Dear Current and Potential Members:

On behalf of The Put-in-Bay Chamber of Commerce Executive Board, Andrew Christensen, Dustin Heineman, and Katrina Reed, I would like to thank you for your support and commitment to our island's chamber. Because of your willingness to volunteer, pledge funds, and provide direction, our chamber grows stronger by the day.

Your membership enabled us to accomplish many tasks this year including:

- Establishing leadership through a newly-elected Executive Board with fresh, focused ideas on improving our island's marketing strategies.
- Creating the role of Island Ambassador to encourage our staff to relate with the community, island groups, and political leaders.
- Progressing towards a balanced budget to ensure the continuity of our organization.

With your support, the Executive Board has plans to implement the following exciting projects:

- Updated visitputinbay.com website with mobile-enabled technology, up-to-date information, and easy access for visitors.
- Promotional Put-in-Bay section in the Lake Erie Shores and Islands Guide, over 400,000 distributed annually.
- Full-color, informational, and easy-to-read island map including locations for all PIBCC members.
- Fully functional PIBCC app with business listings, cross-listings, and mapping technology.

In order to reach these ambitious goals, we're looking for your support through membership. The PIBCC reconstructed our traditional membership dues and assessment program to a Membership Levels program more in-tune with our members' marketing initiatives. Through the Membership Levels, members recognize a direct correlation between their membership dollars and advertising for their business, as well as providing an easy, one-stop shop for advertising and marketing spending.

Put-in-Bay Chamber Membership provides, as always, many valuable tools for marketing your business including:

- Downtown office location with Island Ambassador distributing information and printed collateral regarding member businesses, social media mentions, and inclusion in PIBCC marketing materials.
- Updated visitputinbay.com website with business listing and mapping.
- Listing on the PIBCC app, PIBCC full-color island map, and Island Guide.
- Opportunities to participate in PIBCC sponsored events, such as Oktoberfest, Pyrate Fest, and Island Wine Festival.

Timeline for Membership

Please note that Membership Level timelines are directed by publication deadlines of included printed collateral including the LESI Guide, PIBCC Island Guide, and PIBCC Island Map.

We're aiming for member commitment to a Membership Level by August 1, 2016. Membership Level invoices will be mailed upon receipt and due by September 1, 2016. Ad copy will be due by October, 15, 2016.

If available, we will offer A la carte options including: PIBCC Island Guide ads, calendar ads, app coupons, push notifications, Map ads, and LESI Guide ads. Members must commit to a Membership Level in order to qualify for A la carte purchase. Members wishing to purchase A la carte items will be placed on a list in order of date of receipt of member's commitment letter and timely payment of invoice.

Thank you again for considering partnering with the Put-in-Bay Chamber of Commerce. Additional information regarding Membership Level options can be obtained by contacting Kimberly Morrison at kim@frostys.com or Peter Huston at ambassador@visitputinbay.com.

Sincerely,

Kimberly Stoiber Morrison
President