

Contact Us

For updates, details and information on events, meetings, membership and more — stay in touch!

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MEMBERSHIP INFORMATION BOOKLET

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OUR CHAMBER

The Katahdin Area Chamber of Commerce is a membership-based, non-profit organization providing support to the businesses and communities of the Katahdin Region. Our mission is to strengthen and advance the economic vitality of the Katahdin Region through promotion, advocacy, collaboration and support for its businesses, communities, and future leaders. Surrounded as we are by such a beautiful environment, we see the Region moving forward, with more visitors choosing to make this their home, and opening businesses. We have seen the numbers of tourists rise considerably, and we have seen more groups and individuals getting involved in building the communities. We hope to assist and promote this growth, through collaborations with a variety of businesses and the groups who are meeting together to create a vision for our future.

What is our PURPOSE?

To Promote: The KACC serves as the primary 'destination-marketing' organization for business and tourism in the Katahdin Region through multiple media outlets and events, provides exclusive advertising opportunities to members, and participates in and helps to promote the various festivals and events that increase our exposure to visitors, residents, and other businesses.

To Protect: The KACC is committed to being the "voice of business", seeking to influence legislation and regulation by local, state and federal governments in a proactive manner, supporting legislation that benefits businesses and the communities in which they reside and, when necessary, opposing legislation that does not.

To Provide Support: The Katahdin Area Chamber of Commerce is proud to provide support to the business and residential communities in the following ways:

1. By providing networking opportunities for business owners for the purpose of cultivating relationships with other business owners and community members.
2. To act as a spokesperson for the business and professional community and bring into action the group thinking of its members.
3. By providing leadership for the advancement of economic vitality and quality of life for all communities in the Katahdin Region.
4. By assisting visitors to the Katahdin Region by means of a visitor's center as well as organizing and/or promoting annual events which provide opportunities for collaboration between the businesses and residents to enhance the beauty and hospitality for our communities.

Quarterly Membership Meeting

Quarterly dinner meetings are open to all members and we encourage members to bring guests to learn about the Chamber. Each meeting features topics, speakers and information pertaining to the area, businesses, and so on. We encourage you to take part in these quarterly meetings as they are a great way to keep up with Chamber business and provide an excellent networking opportunity with other local businesses and organizations.

Quarterly Meeting Schedule

2018-2019

September 19th — December 19th

March 20th — June 19th

Dates, times and locations subject to change. The office staff will contact you via email and/or phone in that event.

Festivals & Events

2018-2019

Penobscot River Fest

August 18th, 2018

Head down to the Medway Rec. Area for a family fun day!

Trails End Festival

September 14-16th, 2018

This will be the 12th annual TEF we are excited to bring you a lineup of music you wont want to miss, vendors and tons of activities throughout the weekend.

Christmas in Katahdin

December 1st, 2018

'Tis the season for our annual community tree lighting, parade, and party with crafts, food, music, pictures with Santa and more!

Millinocket Marathon & Half

December 8th, 2018

Free registration for this event opens our area to support the runners and their families. Going on its 4th year, the success and participation grows larger!

Katahdin Area Chamber of Commerce

Board of Directors

2018-2019

Executive Board

President — Jamie Brundrett
Vice President — John Hafford
Treasurer — Denise Willis
Secretary — Katie Carr
Past President — Gail Fanjoy

Directors

<i>Millinocket</i>	<i>East Millinocket</i>	<i>Medway</i>	<i>Northern Region</i>
Avern Danforth	Chip Lamson	Galen Hale	Carol Curtis
Tina Jamo	Deb Rountree	John Lee	Karen Rockwell
Larry MacArthur			
Tom Malcolm			

At our Annual Chamber meeting on June 20th, 2018, the board and current members in attendance voted in the Executive Board.

Board Meeting Schedule

2018-2019

Date & Time — 2nd Wednesday of each month at 4:30 PM
Location — Katahdin Area Chamber of Commerce
 1029 Central St., Millinocket, ME 04462

July 11 — Aug. 8 — Sept. 12 — Oct. 10 — Nov. 14 — Dec. 12 — Jan.
 9 — Feb. 13 — March 13 — April 10 — May 8 — June 12
 *dates/times subject to change

Board meetings are generally private, but if a member has an item to present, they can call ahead and ask to be added to the agenda.

2017-2018 CORNERSTONE MEMBERS



Membership Information

Becoming a member of the Chamber comes with numerous benefits for your businesses and organizations, many of which revolve around marketing — or as we say, visibility. We offer basic memberships for nonprofits and for-profits, cornerstone investments, additional optional marketing opportunities, discounts on multiple memberships and so much more. With our new onboarding process, expect a personal relationship with our office staff as they work for you.

Membership Types

- For-profit
- Nonprofit
- Individual
- Cornerstone

Benefits

Pick and choose or enroll in them all — these are the benefits that are included with every membership:

- 1) **Listing** within the searchable business directories of our new and improved website, www.katahdinmaine.com, as well as our annual Visitor's Guide that is distributed locally, state-wide and in our mailings.
- 2) **Online presence assessment** — let us help you reach your audience.
- 3) **Promotion** of your organization and your upcoming events/sales/products/news/employment opportunities/etc. through word of mouth, distribution of marketing materials, postings in the office, email, Facebook, the community calendar on our website and/or our marquee sign — we work hard for you. We now offer a new web feature, "Meet a Member" that showcases your organization — to feature a different member biweekly.
- 4) **Invitations** to attend or host Chamber events such as our quarterly dinners, board meetings, Chamber After Hours and more — networking!
- 5) **Ribbon cutting** — we have the novelty scissors and are happy to promote your new business, relocation and/or expansion.
- 6) **Promotion** of your organization by Chamber staff through phone, email, social media and face to face referrals.
- 7) **Provision** of our annual Katahdin Visitor's Guide to display at your organization.
- 8) **Display** your marketing materials — brochures, literature, rack and business cards, maps, flyers, etc. — at the Visitor's Center.
- 9) **Perks** — use of our equipment: tents, chairs, tables, projector, screen, sound system and more. As well as free vendor space at our events and festivals (excluding food vendors).
- 10) **Opportunities** to advertise in our Visitor's Guide and maps, for a fee.

Outside Marketing Opportunities

Maine Invites You

300,000+ printed & distributed annually — locally, statewide, nationwide

The official guide published by the Maine Tourism Association, this is a magazine size, full color publication distributed primarily outside of Maine, as well as within our information centers — including your local Chamber. To truly grasp all that the publication has to offer, you must pick one up and see for yourself. It encapsulates Maine from North to South and East to West.

Anyone who visits mainetourism.com or visitmaine.com will have the ability to click your ad name and be linked directly to your website, as well.

This opportunity will be available again at the end of June 2019; the office staff will contact you if you are interested in co-op, which saves you money over placing an ad on your own.

Prices for advertising in 2018 were:

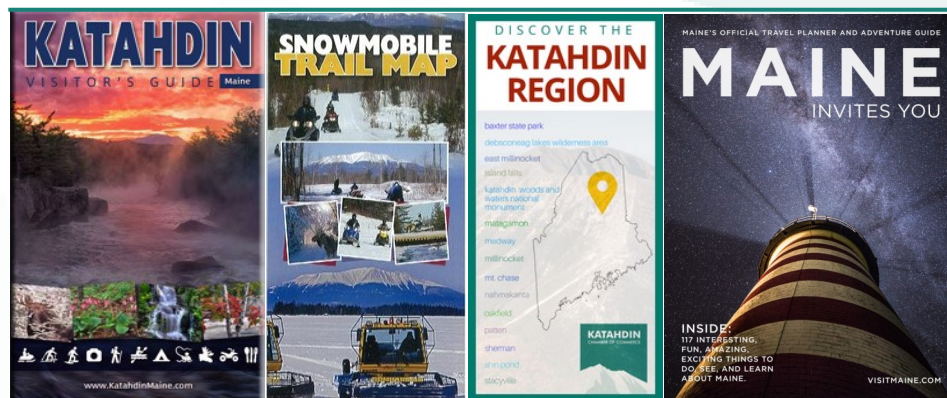
1/2 Page \$3,190 — 1/6 Page Vertical or Horizontal \$1,150
1/3 Page Square or Vertical \$2,170 — 1/12 Page \$640 — 1/24 Page \$345

Additional Co-Op Advertising Opportunities

Throughout the year the office staff will contact you to see if you are interested in advertising with us, or other members, for co-op pricing in several different publications. We typically do so for the aforementioned, Maine Invites You, as well as Downeast Magazine Summer Issue and Activities Guide of Maine.

What we do, in a nutshell, is purchase a full page of advertising at cost and split the advertisement "x" amount of ways to reduce the cost—but increase the opportunities—for you, our members, and our region.

You are under no obligation to buy-in to any advertising through any publications and if you request, we will not contact you for said advertising.



Publication Inclusion & Marketing Opportunities through June 2019

These are our in-house publications that offer advertising space exclusively to our membership base. This exclusivity pertains to the directory listing within the Visitor's Guide, as well.

Katahdin Visitor's Guide

12,000+ printed & distributed annually — locally, statewide, worldwide

The Katahdin Area Visitor's Guide is a full color, 100 page booklet produced by the Chamber annually for the most up-to-date listings, maps, and information for our visitors. Four seasons of recreation and regional activities are included. We distribute this guide to information centers across the state, our local businesses and via mail to inquiring persons across the globe.

All members are listed, free of charge, within the directory in the back of the booklet and may be mentioned as points of reference within. Additionally, we offer paid advertising throughout the guide. Ads must meet quality requirements for printing. The office staff will contact all members around the time of printing to offer this opportunity, with commitment to advertise needed by February 28th, 2019 and payment due by March 29th, 2019.

Prices for advertising this coming year are:

Full Page (5"x8") \$620 — Premium Placement \$720
1/2 Page (5"x3.875") \$420 — 1/4 Page (5"x1.875") \$235

Katahdin Area Snowmobile Map

12,000+ printed & distributed annually — locally, statewide, worldwide

The Katahdin Area Snowmobile Map is a full color map produced by the Chamber annually and distributed throughout information centers across the state, at the Chamber and via mail. It includes ITS, as well as local connectors, gas, food and lodging points. The office staff will contact all members around the time of printing to offer this opportunity, with commitment to advertise needed by September 27th, 2018 and payment due by November 23rd, 2018.

Prices for advertising this coming year are:

Full Panel (3.5"x8.5") \$645
1/2 Panel (3.5"x4.125") \$450 — 1/4 Panel (3.5"x1.87") \$265

In September 2017, we printed 10,000 local/Katahdin Region Street Maps which we distribute locally and via mail upon request. There are multiple size ad spaces, as well as listings on the map, that will be offered again when we exhaust our current supply.

For-profit (\$150) or Nonprofit (\$125) Memberships

These are our basic memberships that include the benefits on page 3. Additional marketing opportunities are available for purchase at additional costs; see page 5 for more info.

Persons who wish to support or become a part of the Chamber are welcome to join as a *nonprofit individual* for (\$125).

Do you have more than one organization?

We offer a discounted basic membership rate for each additional organization you enroll; for each additional organization, a fee of (\$100). Cornerstone members can enroll their subsidiaries as basic members, free of charge.

Cornerstone Membership (\$1,000.00)

This is the option we recommend for municipalities and large organizations to have the greatest visibility. A cornerstone membership includes all of the benefits from page 3, as well as:

- 1) **Logo** displayed on the KACC website footer, Chamber newsletter, e-mail signature/footer, other printed materials, as well as framed for additional recognition within the Visitor's Center.
- 2) **Listing** of your organization on our Discover Katahdin Mobile App
- 3) **Rectangular Graphic Ad Space** for your organization on (ONE) appropriate directory page of our new and improved website, www.katahdinmaine.com.
- 4) **Free Basic Membership** for additional organizations.

Chamber Memberships provide all of that & more including:

Opportunity to co-op an advertisement in tourism publications such as: Maine Invites You, Downeast Magazine, and Activities Guide of Maine; potential opportunities for trade shows, resource fairs, networking opportunities, regional marketing, special events and so on.

We're working for you and want to serve our members to the best of our ability; this is why we have opened our ears and eyes to hear your opinions. Please feel free to share them with us in person, via phone, or through our online survey on our website — through which you can choose anonymity. Our goal, this 2018-2019 year, is to boost our membership base and satisfaction through growth, reorganization, development and improvement.

Additional Marketing Opportunities

Chamber Website Graphic Ads on katahdinmaine.com

Graphic ads are static ads placed on the category pages: Stay, Play, Live, Eat, Shop, Work. Cost is per ad with a discount on two or more. Each type has specific design requirements for quality purposes and must meet approval by our design team. You may choose to place ads on one, two, three or four applicable category pages for your organization. One free horizontal or vertical ad is included for Cornerstone Members, which counts towards the discount. Ads run for the full membership year but can be updated/changed by request.

Square Graphic

A square, static ad placed along the right hand side of directory listings.

One ad, per organization, per category page. Up to (4) applicable category pages.

One for \$100, Two for \$190, Three for \$270 or Four for \$340

Vertical Graphic

A vertical, rectangular, static ad placed along the right hand side of directory listings.

One ad, per organization, per category page. Up to (4) applicable category pages.

One for \$200, Two for \$375, Three for \$525 or Four for \$650

Horizontal Graphic

A horizontal, rectangular, static ad placed within directory listings, acting as a page break. One ad, per organization, per category page. Up to (4) applicable category pages.

One for \$200, Two for \$375, Three for \$525 or Four for \$650

Chamber Website Premium Ads on katahdinmaine.com

Premium ads are rotating (static if only one organization enrolls) ads placed on the category pages: Stay, Play, Live, Eat, Shop, Work. Cost is per ad with a discount on two or more. The premium ad requires specific design requirements for quality purposes and must meet approval by our design team. You may choose to place ads on one, two, three or four applicable category pages for your organization. Ads run for the full membership year but can be updated/changed by request.

Premium Horizontal Banner

A horizontal, rectangular ad placed at the top of category page in premium ad space which provides the greatest level of visibility.

One ad, per organization, per category page. Up to (4) applicable category pages.

One for \$300, Two for \$550, Three for \$750 or Four for \$900

In other words: buy THREE, save \$150 + get the FOURTH FREE!

Mailings

We receive inquiries in person, via phone, mail, website and email on a regular basis for general information on our area. These inquiries range from specific, to nonspecific — from tourists to potential new residents. As a member you can opt into our mailing program. For one flat fee of (\$100) you can choose to be included in one, or both of our packages that we send out. The first is our Visitor Package, in which we include member businesses that opt in, as well as our Visitor's Guide, snowmobile maps (seasonally) and regional information; our second package is that which is geared towards New Residents. Members must provide us with mailing literature — i.e. brochures, rack cards, business cards, flyers, or other publications — to mail.

Opt into Visitor Package and/or New Resident Package

One or both for \$100.00

Discover Katahdin Mobile App

Opt into our mobile app annually to be listed alongside other participating member businesses, offline, anytime and anywhere. Also on our app are recreational maps, policies, trip suggestions and more! Can be downloaded from the Google Play Store, the App Store and the Microsoft Store, so it is compatible with all of your devices. Members must submit their own listing at discoverkatahdin.com, after payment has been submitted to the Chamber. When visitors and locals alike install the app on their phone, they are given instant FREE access to all that the app contains; this information then becomes available to them even when out of cell service or WIFI range — if they can power on their device, they can view the content. Listing on app is included with Cornerstone Membership.

\$50 — New Listing \$40 — Renewed listing

1'x1' Rental Space at our Visitor's Center

Purchase a 1'x1' space for the year to showcase and/or sell your products and services. This space is in addition to the free advertising space we give to all members to display rack cards, business cards, brochures and the like.

\$25 per space/year

Custom Designed Advertisements

We are happy to help our members by designing logos and/or advertisements for publications and/or events. All of our designs will be reviewed by a design firm and of course, by you, before approval! Excludes Chamber Website ads.

\$50/year.

Coming soon: Video entries on katahdinmaine.com