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# WHY JOIN THE LAFAYETTE CHAMBER?



**LAFAYETTE**  
CHAMBER



## GROW YOUR BUSINESS

- Network at meet-ups and online with business and community leaders to identify potential collaborations/connections.
- Use Chamber social media outreach to access new audiences beyond Lafayette.
- Take advantage of members-only listing in Chamber's annual Business & Community Directory and exclusive visibility/sponsorships at events.
- Benefit from Chamber referrals exclusively to member businesses.



## ENGAGE THE COMMUNITY

- Strengthen brand recognition by participating in community-building Chamber initiatives and local events like the Annual Art & Wine Festival, the Res Run for Education and It's a Wonderful Life in Lafayette, which raise funds for LPIE and local nonprofits.
- Be recognized in Chamber articles and promotions as a business that gives back to the community.
- Join the Chamber board to help shape Chamber policy and enhance your engagement with the community.



## INCREASE ONLINE VISIBILITY

- Tap Chamber online promotional and marketing tools to distinguish your brand and enhance community awareness of your services.
- Expand your referral network and job posting strategies through Chamber online tools.
- Be featured in Chamber Business Alerts, Online Newsletter, Member Directory and Member Promotions.



## ACCESS PROFESSIONAL DEVELOPMENT STRATEGIES

- Utilize in-person workshops taught by experts to expand personal and employee skills.
- Log onto online education resources that feature practical outcomes for you and your staff.
- Access small business experts and Chamber staff mentors who have over 25 year's experience in promoting business best practices locally.



## IMPACT CITY/STATE POLICIES

- Take advantage of Chamber staff's advocacy expertise to make your voice heard on hot-button legislative initiatives that might affect your business.
- Keep current on the ever-changing regulatory climate that can impose additional costs or restrictions on business operations.
- Through online and other Chamber channels, raise concerns about unaddressed business challenges needing state/local attention.