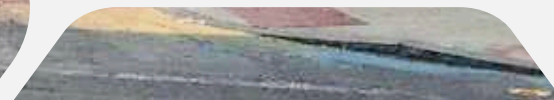
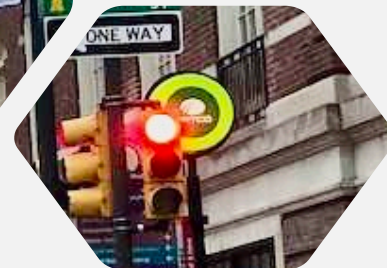




# Diversifying & Maximizing Revenue Streams







# A Hundred Ways, You May Only Need One...

ADVOCACY



GOVT CONTRACT



PUBLICATIONS



EVENTS



FOUNDATION



FACILITIES



MEMBER DUES



ECONOMIC  
DEVELOPMENT





# COVID-19 and the REVENUE PINCH

The current pandemic and economic slowdown has curtailed some of the chamber industries primary sources of income. Here is why income diversity is so important.

Government Contract Revenue



WHAT IF?

Membership Dues  
& Events Revenue



Advocacy Revenue



# Your Budget in Crises

A look inside a real chamber 2020-2021 budget...

	BUDGET	ACTUAL
41.010 · New Membership	48,000.00	29,000.00
41.015 · Renewal Membership	152,000.00	173,000.00

	BUDGET	ACTUAL
41.315 · Voice of Business Magazine	14,000.00	27,000.00

	BUDGET	ACTUAL
49.901 · CITY SERVICES		
49.902 · Visitor Center(s)	147,000.00	147,000.00

	BUDGET	ACTUAL
Total 64.000 · Arts Festival	327,000.00	11,000.00



WHAT IF?

This chambers only source of income was the art festival?



# *Virtual Events Will They Ever End?!?*

- Embrace the virtual opportunity.
- Meet in the middle – hybrid event models are here to stay.
- Monetizing virtual events – it's been a tough sell!



# Retention Through Community Service



Serving Our Kids Foundation  
(picture taken pre-covid)



S.A.F.E. House (December 2020)

- In crisis, there is opportunity to ADD & RETAIN Members.
- Community Service – Engagement
- Understanding local grants



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# ALTERNATIVE REVENUE

thru

## *Economic Summits*

How to host an Economic Summit that generates

- New Income Streams
- Growth & Opportunity
- Relevance
- Branding
- Membership



# What is an Economic Summit?

- A Presentation that provides real data to make predictions about facets of the economy
- A forecast for National, Regional, and LOCAL insights
- Real Forecasts with detail, not just conceptual forecasts and relative to your audience representation
- Part Presentation. Part Q&A. Part Multi-City ED Update.
- A hybrid event/e-vent with dynamic revenue streams.





# Don't Miss Out



While there are worthwhile opportunities to pursue new revenue streams, don't miss the opportunity to leverage your existing tools in new ways. Events are a longstanding revenue stream for Chamber's - don't maintain the status quo. Innovate to generate more income.



# Elements of a Successful Summit

01

Serve Your Audience's  
Current Interest

02

Be relevant to your  
Chamber's Mission

03

Attract non-members and  
new sponsors & partners





# Traditional Income

---

Averaging \$10,000 -  
\$13,000 in net profit



Registration



Sponsorship



Exhibitor's  
Tables



# innovative income



Stakeholder  
investment



Commercial-  
Spot sales



Sponsorship



Revenue Share



Exhibitor's  
Tables



Virtual  
ticketholder sales



in-person  
ticket sales



# Do

- Use an Economic Summit to draw broader, regional audience
- Offer multiple ticket types for a hybrid event / e-vent
- Pursue new sponsorship / stakeholder investment opportunities
- Turn your non-member attendees into members
- Be selective of your keynote & your message

# Don't

- ... do what you've always done.
- ... limit the audience to membership or your own City
- ... be afraid to partner & seek revenue sharing or new investment
- ... market the same way you usually do. Use paid social media ads & new mediums to promote (e.g. - Facebook & LinkedIn)

# Sample Income

Sample income you can  
add to your bottom line

- \$5,000 Traditional Ticket Sales
- \$15,000 Traditional Sponsorships
- \$400 Traditional Exhibitor Tables
- \$2,000+ Commercial Spots
- \$800+ Revenue Share
- \$800+ Virtual Ticket Holder Sales
- \$2,000+ New Sponsor Funds / Stakeholder Investment





# Do More Creatively



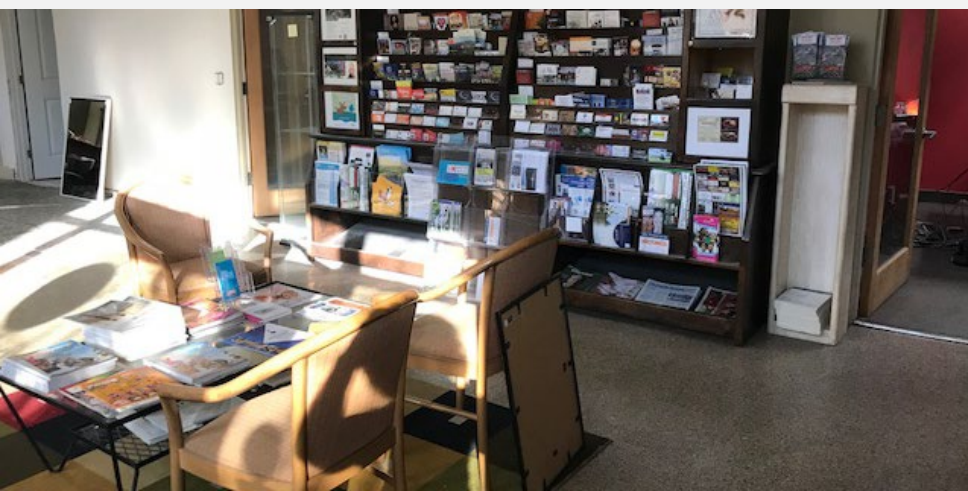
Make More, More Easily





**PALM SPRINGS**  
Chamber of Commerce















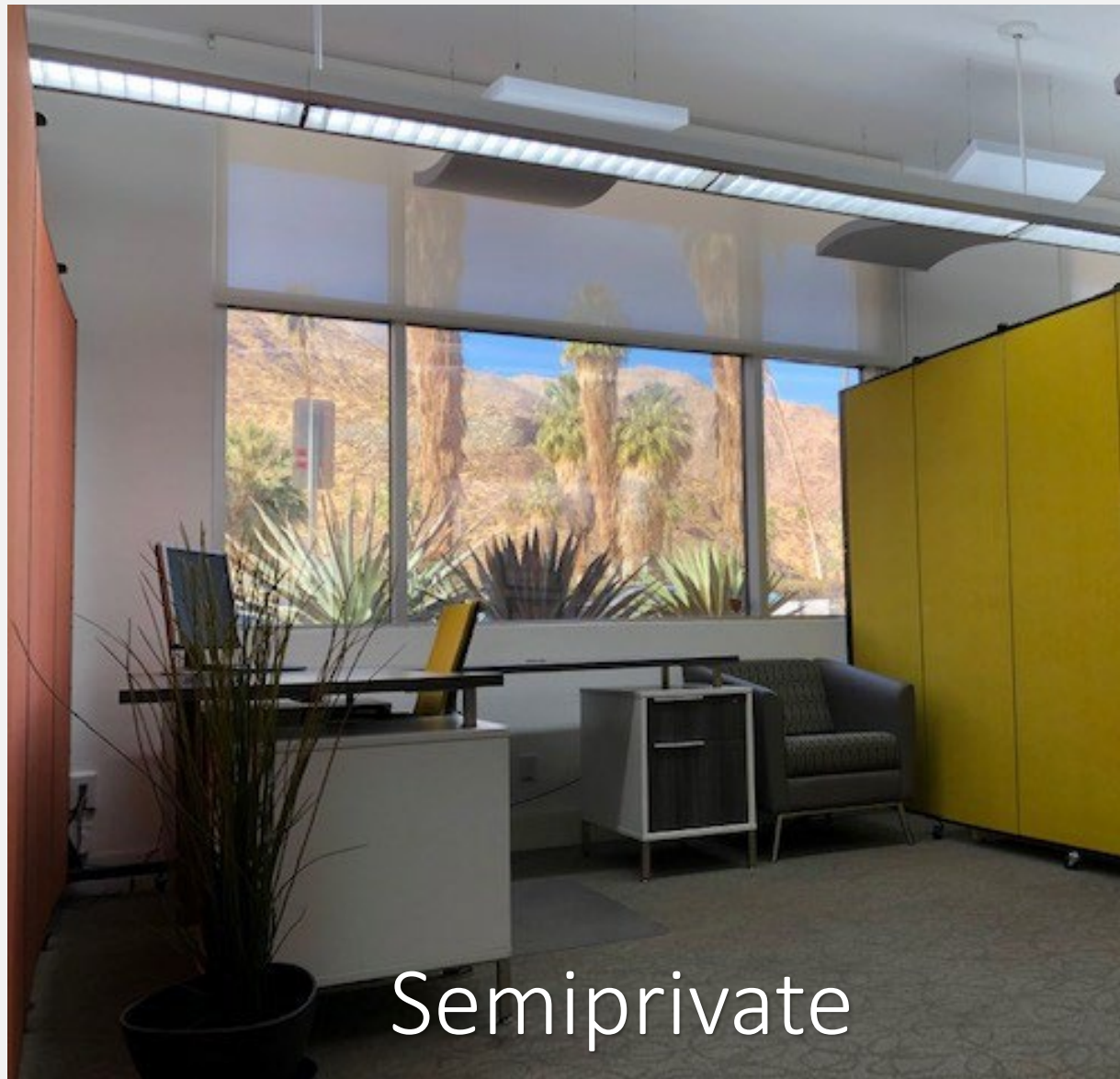








Private office



Semiprivate



Private office





Second location





Meeting room



Private office







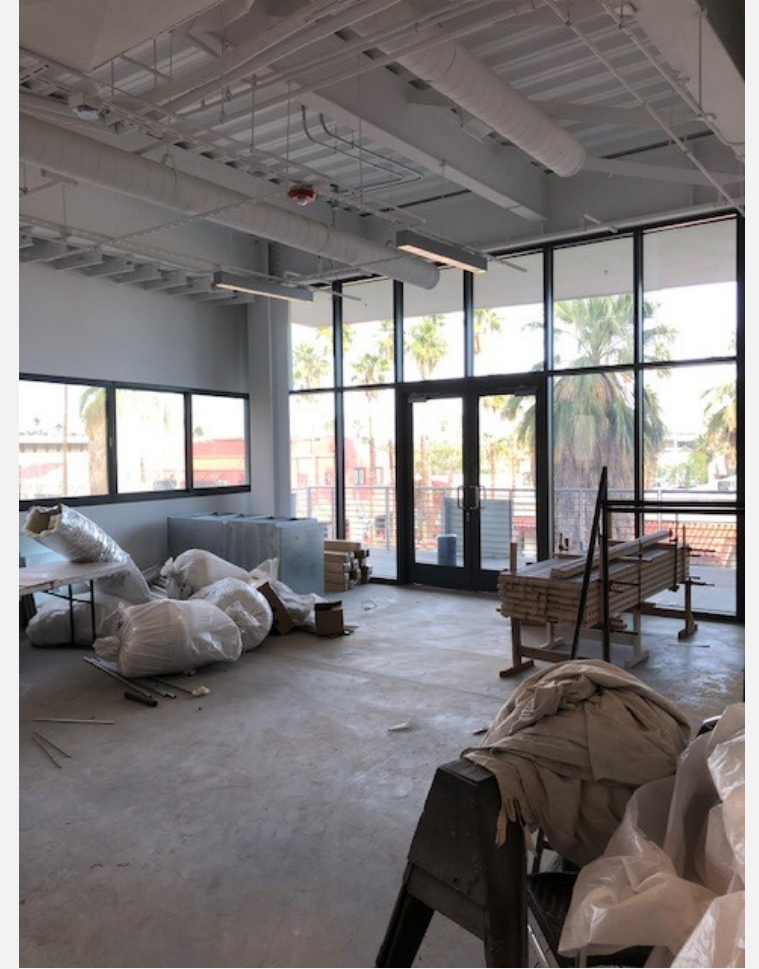
Private office



Semiprivate



# Coming soon!



## 3<sup>rd</sup> Location in the same building



# Coming soon!



## 4<sup>th</sup> Location



Monthly Financials December



### **Downtown Workspace**

Private Office	850.00
Private Office	650.00
Private Office	650.00
Private Office	650.00
Semi-Private Office	350.00
Semi-Private Office	550.00
Semi-Private Office	550.00
Company Suite	1,200.00
<b>Total Income:</b>	<b>\$5,450.00</b>
<b>Chamber 40%</b>	<b>\$2,180.00</b>

### **Chamber Office Workspace**

Private Office	650.00
Private Office	550.00
Private Office	550.00
Semi-Private Office	400.00
Semi-Private Office	350.00
Semi-Private Office	350.00
Company Suite	1,200.00
<b>Total Income:</b>	<b>\$4,050.00</b>
<b>Chamber 100%</b>	

**Total to the Chamber for Both Spaces Per Month: \$6,240.00**



# Maximizing Existing Programs

Save time, increase revenue, and  
shave off the excess!



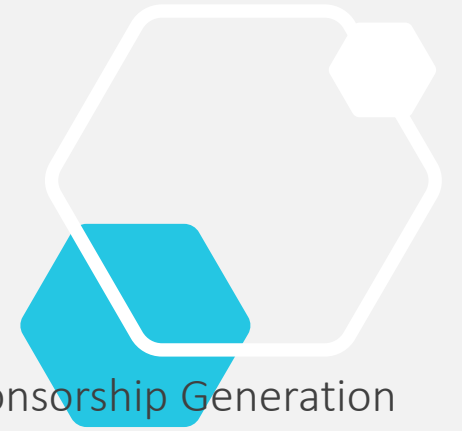
# A Quick Comparison....

## Before We Changed our Thought Process

- Excessive Staff Time Being Spent Looking for Sponsors
- Asking the Same People/Business Time after Time
- Last Minute Rush to Fill Sponsor Needs
- Adjusting Program/Event Budget on the Fly as Last Minute Sponsorship Numbers Were Finalized
- Scrambling to Add Sponsors to Promotional Items To Make Sure They “Feel the Love”
- Members Juggling Different Sponsorships and Billing Throughout the Year

## New and Improved!

- Dedicated Timeframe to on Sponsorship Generation
- Staff, Board, and Team of Volunteers Working the Need
- Expanded “Pool” of Potential Partners/ Sponsors
- Ability to Plan & Budget Accurately for the Upcoming Year
- Sponsors/Partners Receive Expanded Recognition Due to More Time to Feature Them
- Members Understand (and Budget) for Their ENTIRE Chamber Annual Investment, Not Just Dues!
- Expanded Knowledge, Support, and Understanding of Your Chamber’s Mission and Purpose







# The 5 Steps that Changed Everything!

and how you can do it too.

# Step 1: Get Organized!

Work Smarter, Not Harder.

- Create a Menu
  - Programs
  - Initiatives
  - Advertising
- Set Aside Time
- Include the Team

**Workforce Development**  
The Grand Junction Area Chamber understands the importance of a skilled workforce.

Get your business in front of the 1100+ individuals who receive our monthly Newsletters, E-blasts, Annual Membership Directory, City Map, Community Profiles, and more!

Take advantage of these SPECIAL advertising opportunities!

Contact: Elsa Love  
970-263-2912 | elsa@gjchamber.org

**CHAMBER Advertising**

Get your business in front of the 1100+ individuals who receive our monthly Newsletters, E-blasts, Annual Membership Directory, City Map, Community Profiles, and more!

Take advantage of these SPECIAL advertising opportunities!

Contact: Elsa Love  
970-263-2912 | elsa@gjchamber.org

**ECONOMIC Outlook**

Close out the year with the annual Economic Outlook Summit. Dr. Richard Wabbelkind shares his predictions for Colorado and Grand Junction's economic future, letting us know what to expect in the coming year.

Fill your business out in front of our members as they look towards the new year!

Location: TBD  
Date: December 2021  
Expected Attendance: 100+ attendees

Contact: Candace Camacho  
970-263-2919 | candace@gjchamber.org

**PREMIER SPONSORSHIP OPPORTUNITIES**

Inclusions	Title Sponsor \$2,500	Corporate Sponsor \$900	Featured Sponsor \$400**
Priority reserved seats in prime location	6	4	2
Company logo and/or name mentioned in promotion of event as the sponsor	X		
Company allowed a 5-minute elevator speech during the event	X		
Company logo displayed on large screens during event	X		
Company logo and/or name featured in event program and signage	X	X	
Company name recognized by host during event	X	X	X
Company featured in Chamber Publications in event	X	X	X
Company featured in Chamber Publications in event	X	X	X

\*\*Featured Sponsor can be either cash or in-kind donations contributing to the execution of this event. All featured sponsors depending on limited participation will be subject to their approval by the event planning committee to ensure need of service.

**CHAMBER BRIGHT FUTURE**

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# Step 2: Rally the Troops

Use Your Biggest Supporters

- Select Your Biggest Supporters to Share Their Passion for the Organization
- Engage Your Board on the Importance of These Efforts
  - Make sure each one has selected an opportunity to “partner”
- Your Excitement Becomes Their Excitement





# Step 3: Think Outside the Box

Bigger the Pond, Bigger the Fish!

- Don't Rule Anyone Out!
- "Secret Menu"
- What Else Can You "Sell"?



# Step 4: Slow Down & Listen

Sell Partnerships, NOT Sponsorships

- It's About THEIR “Added Value”
- You Will Build Stronger Relationships with Your Members by Focusing on What THEY Value
- It Will Create Longer-Lasting Partnerships
  - “Supporting a Cause” vs “Doing You A Favor”
- It Will Give You Data on Your Programs
- Ideas You Didn't Know You Needed, But Are Glad to Get Them!





# Step 5: Relish the Ride

Open Yourself to All That This Brings

- Gauge Your Current Programs & Initiatives
- Educate the Community On All That You Do
- Build New Relationships
- Reinforce Your Best Allies
- Learn From It





THE *World* COMES TO  
GRAND JUNCTION

Presented by  
**Canada**



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Bronze Sponsors



# Final Thoughts