



ASHEVILLE

AREA CHAMBER OF COMMERCE

PEOPLE'S COMMUNITY & INCLUSION MEMBERSHIP



[Together, we are] M RE

For over 120 years, the Asheville Area Chamber of Commerce has been the catalyst for economic vitality in our community.

We believe that together, we are more.

We are the convener, connector and cultivator of leaders and influencers. And we are *the local champion* for a balanced, thriving economy.

[Economic Development & Research](#) [Advocacy & Policy](#) [Events & Education](#) [Marketing & Sponsorship](#) [Live & Visit](#)

MEMBERSHIP GIVES YOU CREDIBILITY

CONSUMERS 63% MORE LIKELY TO BUY FROM CHAMBER MEMBERS

A study by The Schapiro Group, an Atlanta-based market research firm, reveals that positive perception increases among consumers and business owners when a business is identified as a member of the local chamber of commerce.

- When consumers know that a business is a member of the local chamber, they are 44% more likely to think favorably about it.
- Consumers who are told that a business is a chamber member are 51% more likely to be highly aware of it and 57% more likely to think positively of its local reputation.
- Consumers are 63% more likely to buy goods and services in the future from a company that they believe is a member of the local chamber of commerce.

The study also has good news for businesses that sell to other businesses.

- When business decision-makers believe that a business is a chamber member, they are 37% more likely to think favorably of the business, 51% more likely to be highly aware of it, 58% more likely to think positively of its local reputation, and 59% more likely to buy goods and services from it.

The study also reveals a positive perception for the local chamber itself:

- 82% of respondents believe that the local chamber of commerce helps create jobs and promotes local economic development.

PEOPLE'S COMMUNITY & INCLUSION (PCI) MEMBERSHIP

OVER \$2,800 IN MEMBER BENEFITS

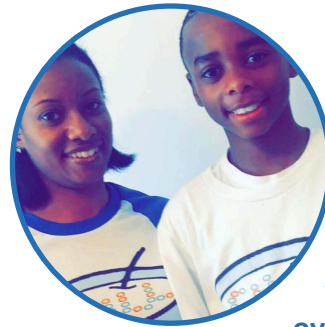
The People's Community & Inclusion (PCI) initiative provides opportunities for marketing and connection for businesses owned by Black, Indigenous and people of color. PCI helps BIPOC-owned businesses, historically underrepresented in our membership, make connections, network and grow through Chamber membership.

MARKETING & VISIBILITY

- ❑ 2 years of Essential Membership
- ❑ Online Business Card in our business directory
- ❑ Asheville Q&A Spotlight on our blog and social channels (year one only)
- ❑ Featured Member on website for 45 days (year 1 & 2)
- ❑ Choice of one-time \$200 cash grant or package of custom-printed marketing materials

ACCESS & SERVICES

- ❑ Tickets to events that will help you network and grow your business.
- ❑ Prioritized placement in Professional Networking Group, pending industry-specific availability in group



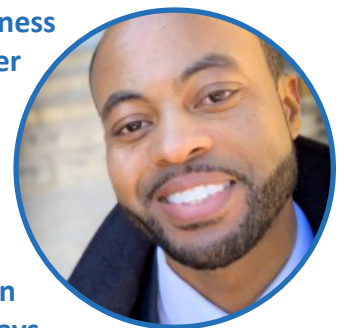
"I have discovered how much help and support there is in the community. The overwhelming support has led to many opportunities and guided Chill Cereal Bar in the right direction."

~Patricia Waters
Chill Cereal Bar



"The Asheville Chamber provides businesses in our community with important resources for growth and nurtures a thriving local economy."

~Sharon Oxendine,
Bow & Arrow Consulting



"As a small business owner, being a member of the Chamber has been instrumental in connecting me with other entrepreneurs in our community. From day one, the staff has been supportive in many ways. From inviting me to networking events that I may not have known about otherwise, to providing useful resources regarding Covid and even promoting my business on their social media; they've been supportive throughout and are a great resource for businesses!"

~Jeremiah Robinson
AWS Associates

EVENTS

A variety of the Chamber's annual events provide beneficial information and connections to others who can make a positive impact on your business.

ANNUAL MEETING

Celebrates successes of the Asheville business community along with inspiration from nationally-acclaimed speakers.

WOMANUP

Builds a strong network of women intent on inspiring one another to achieve individual potential, supporting each other in career endeavors and creating a legacy through mentorship.

BUSINESS BEFORE HOURS/BUSINESS AFTER HOURS

Popular networking events for Chamber members.

MEGA NETWORKING

Fast-paced, structured networking event building prime business contacts in a unique and entertaining format. Participants gain insight on networking strategies and leave with qualified leads.

SMART SERIES

An education series offering a variety of opportunities for professional development.

POLICY ON TAP

Discussion series highlighting topics that matter to our business community. Brings key leaders and experts to share thoughts in an informal setting.

JOIN US!

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