

Web sites to be included in Membership Offering

Beginning July 1, your annual Chamber Membership investment will include a link to your web site in our on line Membership Directory. The Chamber web site, www.ExporeWestHartford.com, experiences over 10,000 unique visitors every month and will now offer a direct path to your web site. We are pleased to offer this feature to all members, which is consistent with our print directory offering and keeps us competitive with Chambers in neighboring communities.

Our overall Membership Investment schedule will also change to reflect this additional feature, as well as increased operating expenses which the Chamber has incurred over recent years. As you know from your own experience, the cost of doing business has increased steadily as we all pay more for products, services, utilities and other necessary resources. The Chamber's major source of revenue, Membership Investment income, has not increased in more than fifteen years, while our expenses in every area have gone up consistently. The Chamber is no longer able to cover its operating expenses from Membership Investments and Sponsorship Income, our two single sources of income.

The Board of Directors recently approved a new Membership Investment Schedule to bring our dues more in line with those of other Chambers and to partially reflect our increased operating expenses. In addition to receiving a link to your web site as a part of your membership, you already have access to many Chamber Rewards which result in actual cash savings which can potentially equal or exceed your Membership Investment. Details about Chamber Rewards are available at www.ExploreWestHartford.com

The new Membership Investment Schedule will be effective with your 2010-2011 renewal. Invoices will be mailed during the month prior to your renewal month and will include an explanation of these changes. If you have previously purchased the web site link option, you will not see a separate fee for this feature on your next renewal invoice.

Rates will continue to be based on the number of full time equivalent employees in your business and will apply to both for-profit and not-for-profit businesses. The new rate schedule does not apply to banks.

Rates Effective July 1, 2010:

<i>Full Time Equivalent Employees</i>	<i>Annual Membership Investment</i>
1-7	\$275
8-13	\$325
14-19	\$375
20-29	\$430
30-39	\$540
40-49	\$650
50-99	\$700
100+	\$700 plus \$5 per employee over 100
Non-Profit	\$275

We realize it is never good news to learn the cost of anything is going up, and this is no exception. Many of you already take full advantage of your membership by attending our networking events, educational programs and seminars, promoting your business through the Chamber, and using Chamber Rewards to decrease your costs and increase your customer base. We encourage every member to take full advantage of everything available through Chamber membership to maximize the investment. We appreciate your past participation and value your continued membership.