



Buffalo River Chamber Membership Application

Buffalo River Chamber of Commerce provides a voice for business in the Buffalo National River region, covering the rural counties in the river corridor.

Our focus is on tourism and small business. Small time operators need an effective voice and the ability to compete on a level playing field. That is our central goal.

Our annual dues are just \$150, an additional profit center page for larger businesses, and \$75 for supplemental pages. This great deal is designed to help your business grow.

Our innovative website concept features three core design approaches:

Visitors browse “deep content” that provides one-stop browsing to understand your business and benefits with both summary and detailed information. Purchase decisions can easily be made on the BRC website.

Second, our “Itinerary Builder” empowers visitors to make decisions with detailed information about attractions near your business, with specific locations, features, suitability, seasonality, maps, and GPS data. Includes printable PDF guides and maps.

Third, your listing will features “deep integration” of all site content, overcoming the common problem of “stove piping”. Each business or recreational resource is integrated through cross-linking. For example, a cabin listing links to the three closest attractions, and each attraction opens in a new window. Your customers can easily plan their stay, and visualize all the things they will do.

We will supplement the website with a double opt-in BRC Newsletter to promote tourism, through news, promotions, and website back-links.

We are small business-oriented, and dedicated to getting results for our members at a fair price though Internet marketing, advocacy, and member capacity building.

Please direct any questions or requests additional information to membership@buffaloriverchamber.com.

BRC Member Benefits:

- Monthly member newsletters with current news and periodic policy advocacy alerts.
- 6 Free Internet workshops on web marketing, email marketing, and social media sites to strengthen individual member Internet results. Internet coaching area in member-only site.
- A private members-only website area for policy issues, member input, special offers, news, and useful information.
- Detailed individual web page listings, including cross linking in overall directories and maps.
- Optional additional pages per profit center at \$75 a page.
- Extensive cross-linking on the website to maps, area directories, and sub-regions.
- We are affiliated with the US Chamber of Commerce



Member Requirements for Web Content -- Letter of Understanding

This section sets forth the general requirements for membership web page content, and on the restrictions for use of BRC content. The BRC insists on factual accuracy in all of the material presented on the BRC website. These general guidelines govern content for our members in the presentation of factual information about their business on the BRC website.

1. The Buffalo River Chamber has the final word on content in BRC printed matter and electronic communications of all forms, including the website and newsletters.
2. The essence of our website design is to create a "level playing field" for all members. The BRC will not accept or display advertising of any sort for an additional fee.
3. The use of all BRC photography is restricted to member pages on the BRC website. Member photographs are the property of members and are similarly restricted as the property of the members.
4. Flashing graphics, animations, flash and videos will not be permitted on member pages. There are no exceptions.
5. Maps, documents, GPS traces, and all other data posted on the BRC website are the property of the Buffalo River Chamber, and may not be used for any other purpose in any other medium, print or electronic by members or any other party.
6. Members of the BRC agree to accept the application of the "Itinerary Builder" concept to determine their location, and to state times and commuting distances to attractions in the BRC region. Times and commuting distances rely on the use of GPS data and Google maps to create an objective standard of measurement. Use of "Itinerary Builder" is mandatory on member pages.
7. Members agree to notify the webmaster via email, webmaster@buffaloriverchamber.com in a timely manner of price changes and other changes to enable BRC website updates.
8. The BRC understands that marketing information and advertising often uses descriptive language that is designed to be persuasive. That said, we will insist that the convenience of locations to attractions and nearby destinations be substantially accurate. We will not post substantial errors of fact designed to mislead customers through bait-and-switch.
9. Members are entitled to one page listing, and one profit center page listing for the base membership of \$150. Additional pages are \$75. Listings on summary pages are limited to one each profit center. For example, a profit center is based on the activity, not the number of units.
10. Disputes over content interpretations may be appealed to the Chamber Board in writing, and may be dealt with at a regular meeting of the Board of Directors under New Business. The determination of the Board of Directors shall be final.

Member

Date

Getting Started With Buffalo River Chamber of Commerce

The centerpiece of the Buffalo River Chamber are our online strategies. We need a lot of information to create your webpage(s) on our site. We need the following information:

1. Your business name _____
2. Owners _____
3. Contact Person _____
4. Your phone numbers Days _____ Nights _____ Fax _____
Cell _____
5. Land Address _____
6. GPS Coordinates _____ (Send a map if you don't have them, we can figure it out.)
7. Website address _____
8. Facebook Address (if any) _____ Twitter (whatever) _____
9. Email address(s) _____
10. Business description (word processing file in any format is preferred). If you have multiple profit centers (and wish to highlight them with a separate page), please send detailed information on all of them.
11. This information should be very complete showing prices, hours, locations.
12. Photos of your business. Ideally you should have a small gallery of photos.
13. Brochures, business cards, rack cards, whatever. This information will go in our files for reference.
14. Name and password for Chamber member-only site.

After we receive your information for the web entries the webmaster will be in touch with you to talk over your page and to get clarifications on your content. Please send digital files if possible to speed the creation of your page. Please email your files to webmaster@buffaloriverchamber.com .

If you have many large photos please send them in separate emails. If you prefer to copy and mail this information on a CD or DVD, please send it to:

Buffalo River Chamber of Commerce
HC33 7A
Compton, AR 72624



Membership Application

Name: _____ Date: _____

Address: _____

Contact Person: _____

Phone: _____ Cell _____

Fax: _____

Email: _____

Fees:

Basic Membership \$150 a year.
Additional Profit Centers @ \$75 each*

Profit Center 2 _____

Profit Center 3 _____

Additional Pages @ \$75 each** _____

Artist Memberships @ \$50*** _____

Total _____

* Examples of profit centers would be different products or services categories by the same company. For example, if a company offers cabin rentals, and also floating services, they would be different profit centers. The basic membership for the Chamber offers a summary listing, and one profit center listing. If a company has multiple profit centers it may choose to highlight only one. Profit centers #2 and above would be \$75 each for an additional page, and an additional listing. In the example above, an additional \$75 would purchase an additional single page to advertise the floating services. This additional page would also be listed in a summary page on all floating services.

**Additional pages may be purchased for \$75 a year to expand upon a profit center listing. For example, cabin business x has 2 very different cabins and wishes to explain each in detail separately. By purchasing the additional page, members can avoid a very long page, and show a number of pages for that cabin business. (Very long pages are not a good idea, but there is no requirement to purchase additional pages. It is offered as an option.) The cabin business is entitled to one summary listing as a cabin business regardless of the number of additional pages it may purchase.

***Artists may join the BRC for \$50 a year. Artists work with limited resources, but contribute greatly to tourism in the BRC region and deserve greater visibility.

Please make checks out to Buffalo River Chamber of Commerce.