



OUR MISSION STATEMENT

The mission of Traer's Chamber of Commerce is to strengthen the local economy by promoting a favorable business climate, encouraging cooperative efforts and stimulating growth and development in our city.

ADVANTAGES TO TRAER CHAMBER OF COMMERCE MEMBERSHIP

The Traer Chamber of Commerce offers local businesses a chance to collectively promote, strengthen and expand the prosperity of the community.

OUR LOCAL EVENTS

Hosted by the Chamber and organized by the board and volunteer committee members, we strive to provide events to promote all our local member businesses and encourage cooperation and cross-promotion between businesses members.

Girls Night Out - a progressive shopping soiree throughout our local shops and restaurants.

Chamber Picnic - a summer get together with all business owners, employees and their families.

After Hours Mixers - a casual way to meet and get to know your fellow business owners and employees.

Car Show - this event has really grown over the years. It is held the Saturday of Winding Stairs Festival and brings 130 or more car entries to Main Street for the day, most of whom are from out of town. It is a great opportunity to showcase Traer to new folks.

Halloween Costume Contest - a children's event held at the Memorial Building as part of the towns trick-or-treating night. It's open to kids age 0-6th grade to participate and awards are given in multiple age groups with Traer Theatre movie passes and candy bags to winners. It's a great addition to the kids' Halloween experience in Traer. Trick-or-Treat through Main Street businesses follows the contest and businesses without Main Street storefronts are encouraged to set up Trunk-or-Treat stations.

Annual Dinner & Meeting - an evening dinner to wind up the year, give updates on Chamber activities and plan for the future.

Park Lighting - an annual tradition in Traer for more than 30 years and definitely a labor of love. It can be a thankless job putting up all the decorations, replacing light bulbs, running extension cords and pounding in stakes, but it is a vital part of our town heritage and holiday cheer. It also adds to the charm of Traer for all who pass along the highway, are enchanted by the lights and may spark them to think about Traer as a great town to settle in.

Holiday Happenings - this annual event takes place the weekend following Thanksgiving each year and is our biggest blowout event. It's really a celebration of our community and the businesses are encouraged to participate in the lighted parade and to be open for business throughout the weekend. We provide a fun, family-friendly atmosphere for everyone to kick off the holidays.

OUR MARKETING EFFORTS

The marketing projects we undertake are designed with these ideas in mind:

- Educate and inform our local citizens of what businesses are doing
- Encourage local patronage and purchases at our businesses
- Extend knowledge and benefits of our businesses outside the community
- Entice new businesses to set up shop in Traer

All of these advertising programs are INCLUDED as part of yearly membership in the Chamber should you choose to participate.

Look Local First - punch card program designed to encourage folks to think about their local businesses FIRST when making purchases. The program rewards them with a drawing for \$50 in Chamber Bucks each month. We are also tracking the money spent through the program as a basis to see how our local economy is progressing.

Events Brochure - an opportunity to publicize your business's events, announcements, contests, coupons, celebrations, milestones, tournaments, festivities, occasions, discounts, banquets, parties, entertainment, reception, open house, anniversary, soiree, function, or goings-on. The brochure is printed bi-monthly and is available at all Chamber member businesses. It is also inserted and mailed out in TMUs utility bills providing blanket coverage to nearly every resident.

Social Media Advertising - working hand-in-hand with the events brochure, businesses advertisements are shared on the Chamber Facebook page and we also cross-share postings that are posted by your business.

Small Business Saturday to Saturday - we expanded the traditional Small Business Saturday to an entire week-long shopping extravaganza in Traer with an enter-to-win drawing at participating Chamber member businesses. 5 lucky people have a chance to win \$100 in Chamber Bucks in this promotion!

Chamber Bucks - used like cash gift certificates but with the incentive that all purchase with them are made at any Chamber member business, these 'bucks' are available at the Farmers Savings Bank in any denomination.

INTERESTED IN MEMBERSHIP?

As a new business, your first years membership is FREE!

Contact any Chamber Board member or email us at traerchamber@gmail.com.

Membership cost is \$150 annually.

Non-profit membership cost is \$75 annually.