

Chamber's Corner

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CMUSF organizing committee taps into Chamber networking benefits

Chautauqua Multi-Use Sports Facility Organizing Committee Inc. has seen the benefits of its Chamber membership in just a short time period because of its enhanced networking opportunities, publicity, and creditability provided by the Chautauqua County Chamber of Commerce and the Dunkirk Chamber of Commerce.

According to Don Horton, president of the Chautauqua Multi-Use Sports Organizing Committee Inc., a not-for-profit organization whose mission is to establish, operate, and maintain indoor turf fields, an indoor hockey rink and other sports-related facilities within Chautauqua County and Chadwick Bay Region, "by the Chamber's provision of networking opportunities we have been able to establish relationships with other Chamber businesses, while gaining publicity for our organization."

"Our Chamber membership has increased our networking opportunities," Horton said. "By my attendance at a networking mixer I was able to give a two minute presentation on my organization. I was able to educate people concerning Chautauqua Multi-Use Organizing Committee Inc.; this was great free publicity for me and my organization. At the mixers members are able to get to know other area businesses on a more personal level."

The Chamber connects its members to important issues that are facing the community while giving its members the ability and resources to improve the economic opportunities not just for businesses, but also the communities within Chautauqua County.

"With the completion of the sports facility we would be able to assist with the economic development in Chautauqua County while increasing tourism. This sports facility is something the whole family could utilize," Horton said.

Horton believes his Chamber membership has enabled Chautauqua Multi-Use Organizing Committee Inc. the ability to meet its goals in a more effective and timely manner.

"As a non-profit organization we do not have a lot of money to invest in advertising and publicity. Since we joined the Chamber we have had the chance to meet with other businesses, enabling us to promote the sports facility, which is great," Horton said. "Through our Chamber membership we were able to receive a lot of exposure and publicity for a minimum fee."

The Chautauqua Multi-Use Sports Organizing Committee Inc. also turns to the Chamber when positioning themselves as a viable organization in the community.

"Our Chamber membership has increased our creditability and our reputation among area businesses and community members," he said. "We believe that outreach to the community is very important, our Chamber membership allows us to display our creditability while discussing our plans for the sports complex."

A 2007 study conducted by research consultants Shapiro Group and Market Street Services, an economic development consulting organization, showed that 70 percent of consumers believe that being actively involved in the chamber of commerce is an effective strategy for enhancing a business' reputation and for demonstrating that it uses good business practices.

In regards to businesses who are not Chamber members Horton says "they are missing out on a BIG opportunity. They may even lose some creditability and legitimacy, because consumers may seek a Chamber member who has the same product or service instead of using the non-Chamber member."

Chamber membership is open to any business or organization operating or doing business in Chautauqua County. Like Chadwick Bay Broadcasting, businesses in the 14048 zip code have the advantage of a dual membership in the Chautauqua County Chamber of Commerce and the Dunkirk Chamber of Commerce, one of six community chambers working in cooperation with the Chautauqua County Chamber of Commerce.

To join, visit www.chautauquachamber.org, call 366-6200 or 484-1101, or stop in at either Chautauqua County Chamber of commerce branch office at 10785 Bennett Road (inside the JCC North County Training center) in Dunkirk or 101 West Fifth Street in Jamestown.

Family Picnic Night coming to Silver Creek Park

The Silver Creek-Irving Chamber of Commerce will host 'Family Picnic Night' this Thursday, August 7 at Silver Creek Village Park and Ball Park as part of their 'Music in the Park' series.

Picnic begins at 6 p.m. with games to follow from 6:30 to 9 p.m. Bring a picnic dinner and play games like 3-legged race, water balloon toss, watermelon eating contest & many more!!

For more information, contact Silver Creek-Irving Chamber of Commerce board member Annette Logan at 934-2780.