

# QUANTIFIED VALUE OF A BASIC MEMBERSHIP

Compliments of Las Vegas Chamber of Commerce, Mike Varney, former Marketing VP

## AUTOMATIC R.O.I.

VALUE	BENEFIT	METHOD OF CALCULATION
\$140	Referrals	50,000 referrals per year/7000 members = 7 referrals/member 7 referrals X 50% closing = 3.5 sales 3.5 sales X avg. sale of \$40 = \$140
80	Visitors Center. Displays	10,000 visitors per year X 1% who see your materials = 100 exposures 100 exposures X 2% closing = 2.0 sales 2.0 sales X avg. sale of \$40 = \$80
40	Buy From a Member	1 referral or sale per year X \$40 avg. sale equals \$40
40	Member-to-Member Discounts	1 referral or sale per year X \$40 avg. sale equals \$40
240	Networking	2 events per year X 6 contacts per event = 12 contacts per year 12 contacts X 50% closing = 6 sales 6 new customers X \$40 avg. sale = \$240
288	Member News	6 press releases per year resulting in 4 lines of copy each = 24 lines of copy 24 lines X \$12 per line (classified ad rate) equals \$288
288	Internet	6 exposures per month X 12 months = 72 exposures per year 72 exposures X 10% conversion rate = 7.2 sales per year 7.2 sales X \$40 avg. sale = \$288
40	Membership Directory	1 referral or sale per year X \$40 avg. sale equals \$40
120	Web Site	50% of the investment necessary for a full Internet Impact Special = \$120
<b>1,156</b>	<b>Total</b>	

## ELECTIVE & CIRCUMSTANTIAL R.O.I.

4545	Government Affairs	Defeat of 4% union-sponsored business tax saved \$250 million per year \$250 million/approx. 55,000 business licenses in Nevada = \$4545 in new taxes saved per business
3503	Group Health Insurance	Average savings per policy per year when comparing the Chamber's health plan with a typical group health plan = \$3503
543	Office Depot Discounts	Average savings for random sample of businesses with less than 10 employees (Chamber discount on Office Depot's regular retail prices)
1700	Business Expo	Savings realized on \$300 exhibit booth vs. average \$2000 trade show exhibit booth
<b>10,291</b>	<b>Total</b>	

**PRICELESS**

Chamber Credibility	Customers put a lot of trust in the Chamber plaque...and businesses that display it
Community Affairs	Business/education partnerships, workforce development programs, executive and student leadership programs and more help to make Las Vegas a better city and a better marketplace
Health Care Mandates	Projected burden of proposed mandates would have been millions per year if the Chamber had not succeeded in defeating this unwise and expensive proposed legislation
Government Affairs	Laws, ordinances, initiatives.... Who looks out for the best interests of business and free enterprise if not the Las Vegas Chamber of Commerce? Many proposed forms of legislation create or increase taxation and government interference. The Chamber keeps that in check.

**WITH MINIMAL PARTICIPATION**

Chamber Media	Extremely effective and cost-efficient advertising to help you save money
Business Education Series	Nine seminars a year help small businesses maximize their profit-making potential
GOAL	Gain heightened awareness of the political process
Preview	Once-a-year economic forecasting event helps business owners and executives prepare for the future
Events	Network, expand your business horizons and learn about people and processes vital to your company at Chamber mixers, luncheons, Expos and as a volunteer