

Woodford County Chamber of Commerce Member Benefit Guide 2021



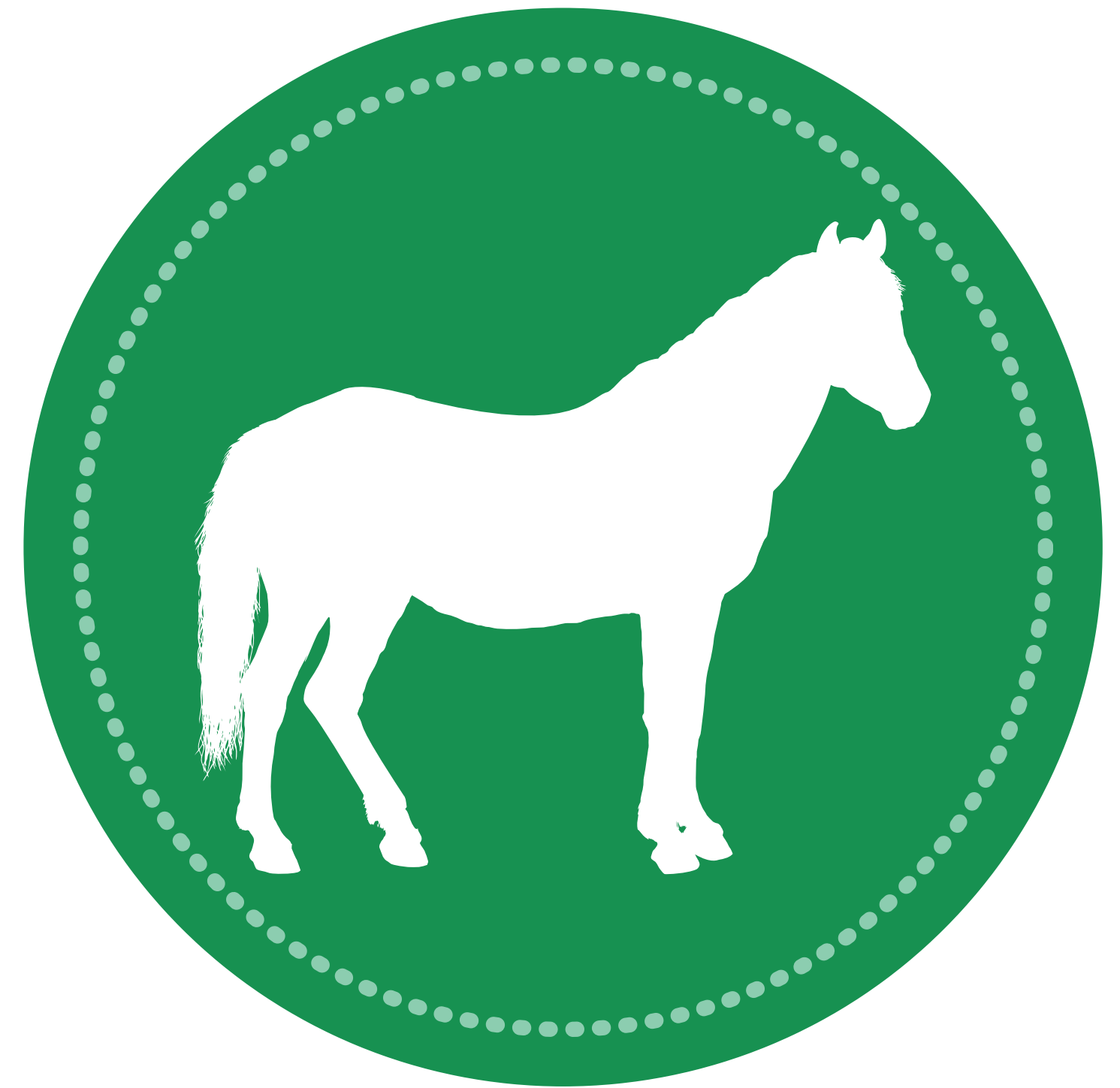
Together we're creating the best place to
live, work and play!



WOODFORDCOUNTYINFO.COM

Member Benefits Guide

- Chamber Member general benefits
- Chamber Event Guide
- Chamber Affinity Groups
- Chamber Monthly Networking Opportunities
- Membership Opportunities
- Meet your Chamber staff and board!



General WC Chamber Membership Benefits



Full access to Chamber Concierge

Chamber Concierge is a strategic connection offering for networking, business development, strategic consultation with your Chamber President to build relationships in the business community, develop a marketing plan based on benefits available and membership orientation for your staff.



Membership Directory Listing

Your business/organization will be marketed in all membership directory locations in both print and digital assets.



Chamber Events

Full access to all Chamber events year-round. Membership discount rates apply to any additional paid Chamber events.



Chamber Member Discounts

The Woodford County Chamber provides member to member discounts along with bulk participation member benefits such as health insurance for businesses and allied partnership discounts to businesses such as Staples among others through KCCE and the Kentucky Chamber of Commerce.



Full access to Affinity Groups

The Woodford County Chamber offers multiple affinity or small groups that all members are eligible and open to join. A full list of those groups are available in this booklet.



Marketing and Promotion

The Chamber offers marketing and promotion of its membership to the community, region and membership wide. See membership levels for full details.



Membership Advocacy

The Chamber is positioned to be a voice to local, state, and federal leaders through being united in issues related to economic impact to ensure a thriving business environment in Woodford County.



Member Education

The Chamber offers ongoing membership orientation, training, educational seminars/webinars and other Town Hall style meetings to equip the membership with the knowledge and information they need to know from the community.

General WC Chamber Membership Benefits



Ribbon Cutting Ceremony + Business Launch Package

The Woodford County Chamber offers a business launch package as well for new members. This includes a business re-launch, grand opening/re-opening or expansion.

The package includes a membership e-blast launch, social media posts on Twitter, Instagram and Facebook and an ad in the Woodford Sun.

This package also includes a ribbon cutting ceremony at the location of choice.



Leadership Development

The Chamber offers a variety of opportunities for you and your staff's professional and leadership development such as Leadership Woodford County and other education seminars and trainings.



Workforce Development

The Woodford County Chamber offers a variety of ways to support businesses with their HR best practices, recruiting, onboarding, retention and upskilling/reskilling through partnerships with the School System and Higher Education Institutions in Woodford County and the region.



Economic Development

The Chamber offers a full economic impact program promoting economic development, strategic planning, and campaign in conjunction with Woodford County's Economic Development (EDA) and County/City Leadership in Woodford County, Versailles and Midway. This efforts works closely with influencer and regulatory groups such as P&Z to educate and inform.

Chamber Event Guide- EXAMPLE of past year

2020 Events

Ask us for a 2021 event calendar or visit our Facebook

Other events we hosted:

- Retail Showcase with VMA/MBA and Tourism
- Restaurant Week in November
- Virtual Job Fairs
- KY Chamber Legislative Preview
- Ribbon Cuttings
- Halloween Pumpkin Contest
- Versailles Christmas Open House
- & More!

2020 EVENT CALENDAR EXAMPLES FROM THE PAST YEAR

| | |
|---|--|
| Virtual Job Fair | June 29, 2020 |
| Town Hall- Mayors & Judge Budget 2020-21 Discussion | July 15, 2020 |
| Town Hall - Senior Living and Aging | August 20, 2020 |
| Town Hall- Frontier Nursing | August 23, 2020 |
| Chamber Golf Scramble | October 16, 2020 |
| Women in Business Happy Hour at The Kentucky Castle | November 19, 2020 |
| Job Fair (in person) | November 16, 2020 |
| Women in Business Monthly events | Second Wednesday of each month at 8:30am |

2020-21 Proposed Events

2021 PROPOSED ADDITIONAL EVENTS

New! Events Proposed in 2021

Awards 2020 Luncheon

Candidate Forum

Woodford County Arts, Culinary and Heritage Festival

**Continued Education Seminars - Business Bootcamp
(monthly)**

**Town Hall Meetings - Discovering Woodford County
(Monthly)**

Chamber Event Guide

The Woodford County Chamber of Commerce hosts an annual job fair and other recruitment, retention and workforce development initiatives for the employers of the Chamber.

We continually host job openings and job seekers on our website.

Job connectivity with the WC School System and higher education institutions is also a function of the Chamber.

Due to COVID-19, in 2020, the Chamber will host a virtual job fair June 29th via Zoom.

Job Fair

Chamber Event Guide

RED TIE GALA

The Woodford County Chamber of Commerce hosts an annual Red Tie Gala as a fundraiser through an auction and an evening of fun and social networking for our members with music, entertainment and delicious local bites and sips!

This event typically happens in November of each year.

Red Tie
Gala

Chamber Event Guide

TWILIGHT FESTIVAL

The Woodford County Chamber of Commerce's Twilight Festival is an annual festival in downtown Versailles typically held in August of each year in promotion of the local businesses and supporting the arts, entertainment and local food and beverage industries.

This festival typically brings in over 7,000 visitors.

2021 date: August 21, 2021

Downtown Versailles

Goals for 2021: Handcrafted Market, KidZone, Court Street Cafe, Live music all day, art displays all day and more!

Twilight
Festival

Chamber Event Guide

GOLF SCRAMBLE

The Chamber golf scramble takes business to the greens with a focus on business development, networking and having fun! This is a great event to meet new folks, promote your business and reward your customers/staff.

June 18, 2021

The Woodford Club Golf Course

2 tee times, all day event this year!

See flyer for registration and sponsorship information.

Golf Scramble

Chamber Event Guide

AWARDS LUNCHEON

The Woodford County Chamber of Commerce will host an inaugural Awards Luncheon promoting all of the Chamber businesses for the year and awarding businesses for their achievement in:

- Business Impact Award By **Citizens Commerce Bank!**
- Member of the Year Award
- Tourism Achievement Award by **Commonwealth Credit Union!**
- New Member of the Year Award
- Legacy Award
- Small Business Award by **PNC Bank!**
- Outstanding Farmer Award By **WC Ag Ext!**
- Distinguished Farmer of the Year by **WC Ag Ext!**

This is held in conjunction with the Leadership Woodford County graduation in future years when LWC starts back up!

Award Sponsorships are:
\$1,500 each

- First right of refusal in years to come.
- Opportunity to present the award and say a few words about your business.
- Business Name on award itself
- Photo with the award winner submitted to the newspaper and on social media.

This is a GREAT way
to showcase your
brand!

Awards Luncheon

Chamber Event Guide- Other Events

TOWN HALL EVENTS

Town Hall events are updates from community, regional and national leadership on state of the union, updates and membership events as a whole.

CONTINUED EDUCATION SEMINARS

Monthly Educational seminars on topics related to starting, sustaining, and thriving business and professionals such as marketing, sales, networking, diversity training, and more.

CANDIDATE FORUMS

In election years, the Chamber offers informational candidate forums to educate the public on the office and candidate(s).

MEMBERSHIP ORIENTATION

The Chamber offers a membership orientation for members, their staff and colleagues who want to learn more about the Chamber, our mission, and benefits they can utilize.

Town Hall Annual Sponsorship:
\$250/Month for 1 Town Hall.
Opportunity to introduce
speaker on each meeting and
talk about your brand.

Continued Education Seminars
are \$250 monthly. Opportunity
for the business to introduce
the topic and be on the
planning committee.

Candidate Forums and other
promotions in the way of
election awareness and
education to the community
are not sponsored.

Membership Orientations are
FREE to attend and happen
quarterly for all businesses to
join in virtually. In person if
activity resumes as normal.

Other Events

Chamber Affinity Groups - Confirmed 2020

SMALL GROUPS JOINING TOGETHER
WITH LIKE PROFESSIONAL
INTERESTS TO FURTHER BUSINESS
IN WOODFORD COUNTY.

What It Is

Women in Business (WIB) is a committee of the Woodford County Chamber of Commerce whose purpose is to support, promote, and empower the women who live or work in Woodford County. Our mission is to empower business women to achieve success on their own terms by providing opportunities for women to connect with and support each other. We work collaboratively to offer programs that contribute to the personal and professional development of our members and foster valuable connections with each other, both socially and professionally.

WIB meets the 2nd Wednesday of every month from 8:30- 9:30 a.m at different women-owned or women-operated businesses around Woodford County. Locations for WIB meetings are posted in the Chamber newsletter, on the Chamber website and in the Woodford Sun. ****Women are encouraged to bring their own morning beverage and join us, with no judgement, whenever it suits their schedule.**

Women in Business

Important Dates:

Second Wednesday at 8:30am

Group Champions:
Lisa Johnson & MacKenzie Hanes
Chamber board rep: Elizabeth Pitchford

What It Is

Women in Business (WIB) Networking Extras are opportunities for the group to do outside networking and to explore different parts of Woodford County and Woodford County women owned businesses!

Our presenting sponsor of these quarterly events starting November 19, 2020 is PNC Bank.

Other sponsors of this program are to date:



Title Sponsorship:
\$2,500

Quarterly Host Sponsor:
\$500
x 4 opportunities per year.

Women in Business Networking Extra Hours presented by



Important Dates:

January 2021

March 2021

May 2021

Group Champions:
Lisa Johnson & MacKenzie Hanes
Chamber board rep: Elizabeth Pitchford

Chamber Affinity Groups - Proposed 2021

SMALL GROUPS JOINING TOGETHER
WITH LIKE PROFESSIONAL
INTERESTS TO FURTHER BUSINESS
IN WOODFORD COUNTY.

What It Is

Emerging Leaders of WC is a professional group of up and coming leaders who are looking to build relationships, network, learn all while having fun in an environment that is relaxed.

The group will participate in goodwill and volunteer activities for the community regularly serving and solving different needs in our community.

Opportunities to Sponsor:

Presenting Sponsorship: \$2,500

Professional Development Sponsor:
\$750

Networking Sponsor: \$750

Host Sponsor: \$500

Emerging Leaders Program

A 2021 BRAND NEW
PROGRAM FOR THE
WOODFORD COUNTY
CHAMBER OF COMMERCE!

PRESENTED BY:



Host Sponsor:



Important Dates:

Kickoff:

Feb 23, 2021

****Schedule Set. Ask Emily for full details!**

What It Is

The Chamber HR professional group is designed to be a small group that helps local businesses focus on their greatest asset, their people. You do not have to be in HR to join the group as it's designed to be a shared best practices group, networking, informational on certifications, upskilling/reskilling, recruiting, retention, promoting and otherwise related to HR in the business community.

Sponsorship: \$2500 annual sponsorship

HR Specialists

A 2021 BRAND NEW
PROGRAM FOR THE
WOODFORD COUNTY
CHAMBER OF COMMERCE

Important
Dates-
Coming Soon!

Group Champion:
Jackie Cecil

What It Is

The Woodford County Executive Leadership Roundtable is designed for C-suite, executives in Woodford County as a way to share best practices and address issues that "keep you up at night".

This exclusive group meets quarterly with community leadership and leaders who impact tourism, economic development, strategic planning and otherwise based on the needs of the group.

\$7,500 Commitment.
Partial to Economic Development Fund and partial to Chamber Membership.

The Economic Development Fund will be used for a common good agreed upon by the group.

Executive Leadership Roundtable

A 2021 BRAND NEW
PROGRAM FOR THE
WOODFORD COUNTY
CHAMBER OF COMMERCE

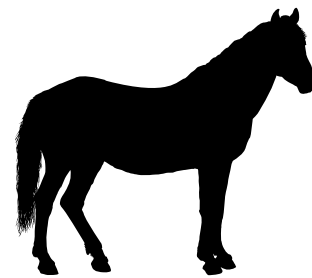
Important Dates-

Jan 2021 -
DONE!

Next up- April
2021

Group Champion:
Emily Downey

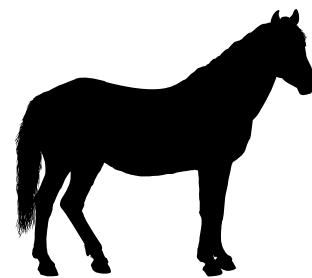
Ongoing Monthly Chamber Networking Opportunities



Monthly Lunch and Learns

The Chamber hosts monthly lunch and learns where Chamber members have the opportunity to present as subject matter experts on topics of relevance and their business. See package opportunities for membership levels with this option. Monthly Lunch and Learns are typically at the business or at a partner business to showcase their space and the County!

Sponsorships: \$250 + Food and beverage Costs



Monthly Chamber Coffee Connections

The Woodford County Chamber hosts monthly Coffee Connections designed for networking and business development in a relaxed atmosphere for all Chamber members to come and enjoy. Sponsorship of a Coffee Connection available where your business can have a pop up table.

Sponsorships: \$150/month (coffee included)

Chamber Staff & Board of Directors 2021

Ex-officio members:
Mayor Brian Traugott
Mayor Grayson Vandegrift
Judge-Executive James Kay



EMILY DOWNEY
PRESIDENT & CEO



AUSTIN WINGATE
BOARD CHAIR



JUSTIN CARROLL
BOARD MEMBER
VICE CHAIR



CASSIE PRATHER
BOARD MEMBER



JERI HARTLEY
BOARD MEMBER



CHRISTIE ECKERLINE
BOARD MEMBER
TREASURER



ELAINE BAILEY
BOARD MEMBER



ELIZABETH PITCHFORD
BOARD MEMBER



BRET JONES
BOARD MEMBER



KYLE FANNIN
BOARD MEMBER



MICHAEL
MOORMAN
BOARD MEMBER



LAURIE DOROUGH
BOARD MEMBER



THOMAS
DAVENPORT
BOARD MEMBER



TIM CULVER
BOARD MEMBER



BECKY BALDWIN
BOARD MEMBER



JACKIE CECIL
BOARD MEMBER
PAST CHAIR



WHITNEY DUNLAP
BOARD MEMBER

Connect with us.

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Engage in the conversation
online.



@WoodfordCountyChamber



@WoodfordCoChamber

@WoodfordChamber

2020
Conducted by
President and CEO,
Emily Downey

Chamber Survey Results

How do you
Rate your
Overall
Chamber
Experience?

Avg Score:
4.2759

What is the most important benefit the Chamber can bring your organization?

Marketing and promotion

Networking and Business Development;Marketing and promotion;Ribbon Cutting and Business Matching;Events/Meetings/Tours/Luncheons;Workforce Development

Networking and Business Development;Community enhancement through events and recognitions.

Advocacy;Networking and Business Development;Marketing and promotion

Networking and Business Development;Marketing and promotion;Ribbon Cutting and Business Matching;Events/Meetings/Tours/Luncheons

Advocacy;Networking and Business Development;Workforce Development

Networking and Business Development;Marketing and promotion;Events/Meetings/Tours/Luncheons

Networking and Business Development;Marketing and promotion

Networking and Business Development;Marketing and promotion;Ribbon Cutting and Business Matching

Advocacy;Marketing and promotion;Keeping community awareness of our brand high

Networking and Business Development;Events/Meetings/Tours/Luncheons

Marketing and promotion

Networking and Business Development

Networking and Business Development;Marketing and promotion;Events/Meetings/Tours/Luncheons

Networking and Business Development

Events/Meetings/Tours/Luncheons

Networking and Business Development;Marketing and promotion;Chamber member incentives/perks/member to member benefits;Economic Development

Networking and Business Development

Advocacy;Networking and Business Development;Marketing and promotion;Economic Development

Marketing and promotion

Marketing and promotion

Networking and Business Development

Advocacy;Networking and Business Development

Economic Development

Networking and Business Development

Advocacy

Networking and Business Development;Marketing and promotion;Chamber member incentives/perks/member to member benefits;Events/Meetings/Tours/Luncheons

Marketing and promotion

Marketing and promotion

Would your organization benefit from a Young Professionals or emerging leader group?

I'm interested to learn more.
I'm interested to learn more.
no
I'm interested to learn more.
no
yes
yes
I'm interested to learn more.
yes
I'm interested to learn more.
yes
no
no
I'm interested to learn more.
yes
no
yes
no
I'm interested to learn more.
I'm interested to learn more.
I'm interested to learn more.
no
yes
no
I'm interested to learn more.
yes
no
I'm interested to learn more.

19 Yes
or want
to learn
more!

Does your organization participate in our Women in Business group?

[illegible]

Does your organization participate in member to member discounts or chamber member incentives like insurance?

No.
No, but I'd like to learn more.
No, but I'd like to learn more.
No.
No.
No.
No.
No, but I'd like to learn more.
No.
No.
No.
No, but I'd like to learn more.
No.
No, but I'd like to learn more.
No.
No, but I'd like to learn more.
No.
No, but I'd like to learn more.
No.
Yes!
No.
No, but I'd like to learn more.
No, but I'd like to learn more.
Yes!
No.
No.

Recruitment
Recruitment;qualified/skilled specialities
Retention;Recruitment
Na
Retention;Recruitment
Recruitment
Recruitment;qualified/skilled specialities
Recruitment

Recruitment
qualified/skilled specialities

Recruitment
We are direct sales(door to door sales) and COVID has put that to rest and may not have a future.
This just depends,a lot of our jobs require specific credentials
Economic downturn
qualified/skilled specialities
none
None at the moment
Recruitment;My workforce is primarily volunteer based, so continual recruitment....
Recruitment
Remaining healthy
Unsure
qualified/skilled specialities
Retention
Recruitment

What business segment does your business identify?

Association/Non profit
Manufacturing;Agriculture;Restaurant/Hospitality/Tourism;Logistics/Transportation;Government
Retail;Individual/Family
Restaurant/Hospitality/Tourism;Education;Association/Non profit
Financial Institution
Education
Individual/Family
Restaurant/Hospitality/Tourism
Financial Institution
Restaurant/Hospitality/Tourism
Government
Restaurant/Hospitality/Tourism
Restaurant/Hospitality/Tourism
Government
Government
Retail
Education
Manufacturing
Individual/Family
Retail
Education
Education
Education
Government
Financial Institution
Restaurant/Hospitality/Tourism;Association/Non profit
Association/Non profit
Association/Non profit
Retail