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**Chamber Trustees**

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Dear Valued Members,

November 21, 2017

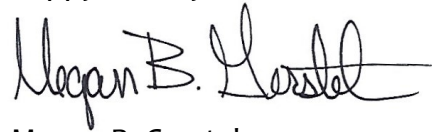
My first year as Director of the Chamber is almost complete and I have seen a lot of positive changes come about. Internally we have made changes to our office and design team that have improved our efficiency and customer service. Our board has revitalized dormant committees and is planning some exciting new events for 2018 - contact us to see how you can join a committee and get involved! Our Downtown Advisory Committee conceptualized the Plaza 98 project almost a year ago to create an attractive gathering space for community programming and promote growth in downtown Miami Shores. After months of planning, and on the heels of (a very successful) Green Day, we celebrated the Plaza 98 launch party on 11/11/17 with local business owners selling food, libations & crafts, a local band keeping us moving, and hundreds of residents helping us celebrate... check out the December issue of the Egret for pictures!

At the Greater Miami Shores Chamber of Commerce, we continually strive to find ways to give additional value to your membership. One way to do so is to ensure that our Annual Community Guide is a members-only publication. To make this procedure easier and streamline our process, we will be transitioning to a calendar year dues system. On the back of this letter, is an explanation of the dues structure, as well as some additional member benefits that were introduced earlier this year.

If you have any questions or concerns, please don't hesitate to give us a call.

Looking forward to another great year,

Happy Holidays!



Megan B. Gerstel

Executive Director

Greater Miami Shores Chamber of Commerce

## Explanation of Dues and Benefits

### Our new dues structure

- Annual Dues are \$199\* and will be invoiced around Thanksgiving each year.
- Only those members who have paid their annual membership dues by January 15<sup>th</sup> of each year will be included in the annual Community Guide publication.

### Benefits

- Earlier in 2017 we lowered our advertising rates and provided for *members only* discounts for most of our advertising opportunities.
- Members-only advertising discounts in the Egret, E-news blast, and Chamber website when you take advantage of the Community Guide Early-bird Ad Special.
- We reserved all \*\*prime advertising opportunities for *members only*.
- Members get reduced rates on Green Day exhibition space.
- Vendor participation in the monthly 98<sup>th</sup> Street project. \*\*\*

### What does this mean for your current membership?

- If you have already paid dues during 2017, **and your renewal month was between February and June**, you will be invoiced for your 2018 dues in December 2017 and a corresponding credit will be shown on your statement.
- If your (previous) renewal date was between December and January, no statement credit shall appear.
- If you have not yet paid dues in 2017, your dues invoice will be billed in proportion to the remaining months you will receive benefits for in 2017. If your renewal period falls in the fourth quarter of 2017 we will include your 2018 dues in the invoicing process.

\*\$199 membership rate is for businesses with 1-10 employees, higher rates may apply depending upon your business size.

\*\*Prime Advertising includes all front/back cover & centerfold positions in the Egret, as well as website and e-blast sponsorship.

\*\*\*pending availability