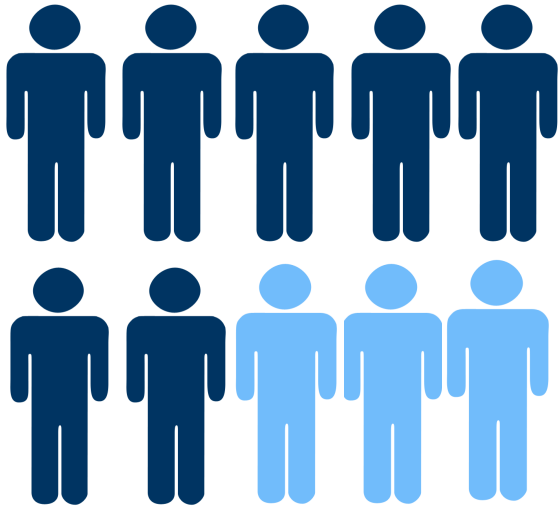




The Real Value of Joining a Local Chamber of Commerce

Source: Shapiro Group; Atlanta, Georgia



7 in 10 consumers believe that joining a local chamber shows a business has a good reputation.



Percent increase in consumer favorability when a small business is a known member of a local chamber



When a restaurant franchise is a member of a local chamber, consumers are 50% more likely to eat there more often



Consumers are 80 percent more likely to patronize a member of a local chamber



Consumers are 73% more likely to be highly aware of a business that is a local chamber member