



Bath-Brunswick
REGIONAL CHAMBER

Why Join a Chamber?

*‘A chamber of commerce can only help you in three ways:
It helps **you**, it helps **your business** & it helps
your communities...*

*If you don’t care about any of those three things then
membership is not for you.’ -CH*

How our chamber helps **you**?

Networking- Over two dozen annual business networking events either free of charge or with reduced rates for BBRC members.

Chamber After Hours: Monthly open house-style events hosted by different members. A great way to connect and share your success and grow your network. Free to attend with business card; fee to host.

12 @ 12 The “Free Lunch Networking Series”: Once per year a member can ask to attend the monthly 12 @ 12 where lunch is provided by the hosting business and each of the 12 participants gets 5 minutes to talk about their business. It starts at noon so hence 12 @ 12. There is no cost to host other than providing lunch for the participants.

WILL Power: WILL Power is our women’s group focused on supporting, mentoring and championing business leaders in our communities. This group began in 2018 and holds 3-5 events annually with a wide range of events. Past events have included: Speed Networking, Meet the Author breakfast, Self-Defense Course, Wine & Design Centerpiece Social and more. WILL stands for Women In Local Leadership, because as they say, ‘Where there’s a WILL...’

Midcoast Edge: The chamber’s Young Professionals group was founded in 2014 and re-launched in 2021. This group is run by some of the under 40 local professionals that they design their events for. We are hoping to re-launch this group in 2023/2024.

Seminars & Workshops- Chamber seminars & workshops with industry professionals who share their expert advice for national and international business.

Chamber Presents... This series is a speaker forum where the Chamber will present different topics that may be of relevance to the membership. Often times the topic revolves increasing awareness of a current issue or inviting a distinguished politician or business leader to share their views more broadly. This series is intentionally not on a regimented schedule as we will present speakers as their availability and the business relevance of the subject matter dictates.

Members Helping Members: This workshop series arises when a member has a program they would like to teach to the other members. The chamber will promote the event but the content is the responsibility of the presenter. These events have happened as single-topic events like our “Understanding the FMLA” workshop, or they can be a series like our “Leaders Lead in the Midcoast” three part series.

Volunteer Opportunities: A great way to connect to area business leaders & the communities in this region is through chamber volunteering. Our Chamber Ambassadors team is popular for people trying to build B2B relationships, while our new Marketing Team is helping with re-branding the chamber and increasing our social media presence. We also have project committees such as the Awards Dinner, Golf Tournament and Midcoast Tree Festival teams, along with several ad hoc committees during the year.

Introductory E-mails/Announcements: If you are looking to connect with a chamber member, we can connect you through introductory e-mails on occasion (read ‘on occasion’ as a handful of times as we can’t do individual e-mails to 400+ members). We do however introduce all new members in the e-newsletter (which goes to over 1,000 recipients) and at our Chamber After Hours events.



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How our chambers help your business?

Marketing- Exclusive chamber programs and publication help get your business recognized

Chamber Companion Guide- The chamber's printed annual guide is called *Eat Play Stay: 2023 Companion Guide to Bath-Brunswick & Midcoast Maine*. We don't call it a guest guide, because this guide is something designed to bring with you on your trip, whether that is for a vacation or for a lifetime. It covers events in our region, places of interests, answers FAQs on the area, and lists all of our chamber members by business category. Ads are also available for those that want to promote themselves further in this key attraction piece that gets mailed around the country and is featured in tourism centers throughout the state.

BBRC News & Notes- Our robust e-newsletter goes out 1-2 times per week and includes news from members as well as the latest event updates and local industry news.

Member Videos/Midcoast Member Minutes- In 2018 the SMMC launched the Midcoast Member Minutes as a chamber video series featuring 'how to' videos. Along with member videos we also film ribbon cuttings, and record Zoom interviews on specific topics/events. We're always encouraging more video ideas from members to make our SMMC YouTube Channel more robust. We use the videos for a weekly Video of the Week segment in the newsletter to further drive traffic.

www.midcoastmaine.com- Speaking of websites, thousands of relocators and travelers find their way to the SMMC website annually and every member gets a login to manage their own free listing on the site.

*FYI the website will get updated once the re-branding is complete in early 2022

Sponsorship Opportunities- Get noticed by supporting BBRC initiatives & projects. Sponsorships are viewed closely by fellow members and the business community as a whole. All chamber events and programs have tiered sponsor marketing opportunities that promote you as a community supporter. Additionally, for those looking to make a bigger splash, you could join the **Cornerstone Membership Program** and be an annual sponsor of the chamber and be associated with all chamber events and programs for one calendar year. Cornerstone Membership includes your annual dues.

Ribbon Cuttings & Open Houses- Let us help celebrate your groundbreakings and expansions and promote them to our members, allowing you to get the recognition for your successes that you deserve.

Referrals & Credibility- Chambers were born from the desire to get preferred recommendations from a single source, and we still do that today. Those requesting business suggestions are given members' contact details first. Also, being a member, for some, is a sign that your business believes in supporting the community and being part of the collective success of the region.

Government Advocacy- The BBRC keeps their members informed of the relevant issues affecting businesses in the region, and takes stands when necessary on vital business topics. Year-round there are local, state and federal issues that affect how we do business in the region. If you have a legislative issue affecting you, we could be advocates for your needs, at the local, state and federal levels.

Open to New Programming- Some of our best ideas began with a suggestion from someone, and we built on it. We're constantly encouraging businesses to tell us what their business needs are and we try to



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How chambers help your communities?

Business Attraction, Expansion & Retention- The SMMC works with developers, contractors, realtors and investors to grow existing businesses and attract new employers to the region. This work is done through promoting the region, identifying available assets, analyzing the existing business mix, and contacting companies who would fit that mix.

Community Collaborations- Working together with other agencies, including state, county and municipal officials, and local organizations, we help spur economic growth collectively- a rising tide raises all ships. We don't believe there is any positive that comes out of putting ourselves ahead of any other organization in the region. We are all part of a great big collective that's making sure the businesses in the region can be as successful as possible while making the area as attractive as we can for tourists and relocators. It's always 'we' never 'me'.

Community Advocates- We represent the community in a positive, effective way often being a media point of contact and a clearinghouse for those who have questions and don't know where to turn. We are a community resource for employers and citizens alike. Also using the philosophy of 'if it affects a member, it affects us' we find ourselves partnering on many different projects in the region from transportation and energy discussions to housing and healthcare issues.

Chamber Works 2030– Chamber's New Workforce Program

The Bath-Brunswick Regional Chamber announced in March of 2022 the six programs they will be running in 2022 & 2023 as part of their decades-long workforce initiative known as Chamber Works 2030. The programs are in the committee stage right now as work plans are being devised, and the programs have been divided into two groups. Program teams are for the three programs which will have immediate, tangible results this year while the Discovery teams will be working on larger issues with certain progress towards goals this year but tangible results may take over 12 to 18 months before they are realized.

The Program teams are:

Program #1- Guidance Counselor Bus Tours

Program #2- One– Minute Job Posting Videos

Program #3– State-Funded Paid Internship Program, potentially for Graduation Credits

The Discovery Teams will be solving an aspect of:

Discovery #1: Housing Solutions for Affordability and Availability

Discovery #2: Overcoming Childcare Obstacles and Expansion

Discovery #3: Updating and Streamlining Credentialing Standards to Support Critical Employees

The BBRC has created other programming too over the last five years which we could continue with including: One-on-One Interviews with Legislative Candidates; Online Candidate debates; Zoom calls with our U.S. Senators and Representatives during Covid; Glow-In-the-Dark Golf Tournament; Annual Surveys on business topics to get your feedback; Letters to the Governor on behalf of business; Partnerships on programs with the Maine State Chamber; Printed Community Events Calendar and much more.