

## A La Carte Dues

The goal of the new dues structure is to price membership according to the services a member uses.

### Base Dues

Dues are based on business size. There are three size categories (See the size rules at the bottom of the page):

Micro \$100, Small \$225, Large \$350<sup>1</sup>

Base dues include:

- First to be recommended in the Visitor Center and email/phone queries.
- A listing on the Chamber's website, AcadiaChamber.com, that includes:
  - A category-appropriate listing that has the business name, phone number, and pin on a local map.
  - An entry on the list of members page.
  - An entry on the Who's Open pages.
  - A free Service Directory listing on an appropriate market segment page.
  - The opportunity to purchase a display ad on an appropriate Market Segment page.
  - The opportunity to post articles to the Chamber Press.
  - The ability to post Special Offers.
  - The ability to post a Daily Announcement.
  - The opportunity to have us post your special events on our Upcoming Events Page.

**Options** (the cost of an option is a percentage of base dues):

#### Enhanced Web Site: 35% of base dues

An expanded listing that includes the business name, phone number, description, thumbnail picture, website link, and pin on a local map. In addition, the listing may include a link to an availability chart, sample menu, or property listings, or a list of artists or brands carried, if appropriate.

#### Enhanced Visitor Center: 20% of base dues

A place for a rack card, menu or brochure, plus a photo in the Visitor Center slideshow.

#### Call-in Option: 20% of base dues

May call the Visitor Center to advise of available rooms, seats on tours, seats for dining, etc. Our staff will use this information to let visitors know who has availability.

#### Other Extras:

- Website market-segment display ad: 20% of base dues.
- Website additional category listing: 25% of base dues. (A second identical listing in another category. For example, a listing in both Hotels and Cottages.)

### Rules for determining business size

Each member business is placed in one of these categories: *dining*, *lodging*, or *other*, and then given a size designation as follows.

- Dining: *micro*, up to 2 seats; *small*, up to 45 seats; *large*, more than 45 seats
- Lodging: *micro*, up to 2 rooms; *small*, up to 16 rooms; *large*, more than 16 rooms (for campgrounds, 2 sites count as 1 room)
- Other: *micro*, up to 1 full-time employee; *small*, up to 5 employees; *large*, more than 5 employees (2 part-time employees count as 1 full time).

---

<sup>1</sup> Qualified nonprofit organizations receive a 50% discount.

# AcadiaChamber.com