

Thank you for your interest in becoming a member of the Oakland Metropolitan Chamber of Commerce, the largest and most influential business organization in Oakland/East Bay. Our mission is to secure the economic future of Oakland's Business ecosystem and to enhance the quality of life for our residents. We do this by curating informative community programming, policy advocacy, a robust communications strategy, and a myriad of opportunities to increase your community engagement.

### EVENTS, COMMUNITY ENGAGEMENT, & COMMITTEES:

The Chamber creates, curates, and produces many events designed to connect the diversity and interests of our local and small business partners. From securing tomorrow's workforce to shaping tomorrow's leaders, Chamber programming offers engaging and educational experiences that prepare our workforce, educates our leaders, and support our social safety net. Members are welcome to attend the Chamber's monthly and annual opportunities for connection, including events, forums, and roundtables. Members will also receive discounted pricing for programming and special events.



Small businesses are encouraged to join the Small Business Council and attend monthly meetings to connect with other small businesses in Oakland, share best practices and learn about important resources and programs available to support and grow a business. We also encourage members to join the multitude of Chamber Committees including the Community Impact Committee and the Diversity, Equity, and Inclusion (DEI) Committee. A full list of our committees can be found on the website [here](#). To maximize membership, we invite members to attend the variety of Chamber events offered to develop partnerships with Chamber members and work together on important topics and initiatives.

### MARKETING & COMMUNICATIONS:



Immediately after you join, we will announce your business as our newest member via a New MemberMonday eblast to the 7,000 contacts in our network. Our email network includes business and community leaders and affiliated partners. Your company will be listed year-round in the online Member Directory and gain access to our online platform, which allows you to contact fellow Chamber members directly. Your business has the opportunity to be promoted in the Chamber's Weekly Community Bulletin, on an ongoing basis – space permitting – featuring Events and News from our Members. The Chamber's social media accounts promote Chamber programming, our members, and City/Community news/events. Members are encouraged to contact the Communications staff, to share content to be featured on Facebook, Instagram, and LinkedIn.

### PUBLIC POLICY:

The Chamber's Public Policy staff advocates at City Hall for our Members in relevant policy areas, including setting meetings with staff and elected officials. Our staff also provides testimony on policy issues impacting business and provides opportunities for members to meet and interact with our City and region's elected officials. Members can also receive policy updates on important issues working their way thru the legislative process.



#### Marketing Analytics

- Instagram: Marketing earnings of \$45 per post, per 1,000 followers. 2300 followers=\$103.50 per post
- Facebook: Marketing earnings of \$65 per post, per 1,000 followers. 3,500 followers=\$227.50 per post
- Newsletter: Marketing earnings of \$95 per post, per 1,000 unique visitors/subscribers. 8000 subscribers=\$760 per newsletter mention.