

# Why Join?

## Why Should You Join the Chamber of Commerce?

1. Membership brings credibility ~ customers are more likely to visit member businesses; if a business shows that it is highly involved in their local Chamber of Commerce, consumers believe the company is more trustworthy and an industry leader.
2. Increased visibility ~ a full Member Directory is listed on our website as well as on the new Watford City app; member businesses proudly display a Chamber of Commerce cling on their front doors. Your customers see that when they give you their business you are giving back to your community.
3. Networking opportunities ~ people do business with people they know. Getting to know other business members through Chamber of Commerce functions increases your community exposure and can help you solve business problems, as well as introduce new business opportunities.
4. Gain a voice in the business community ~ the Chamber of Commerce has member driven committees that allow you or your employees to be a part of, giving you a say in what we do.
5. Keep up to date on community events ~ newsletters and updates are routinely sent to members, highlighting upcoming events, workshops and meetings.
6. Increase your sales ~ \$10,000 in Watford City Bucks purchased annually can increase your sales and bring new customers to you.
7. Referrals ~ the Chamber of Commerce receives many email and phone inquiries every day. We direct inquiries to our member businesses.
8. Marketing of products and services ~ the Chamber of Commerce utilizes social media and other resources to encourage patronage of member businesses and attendance at special events.
9. In the know ~ the Chamber of Commerce is involved with other city and county board to ensure that we are up to date on what is important to Watford City and its businesses.
10. Invest in your local economy ~ supporting and participating in the Chamber of Commerce helps build a strong customer base and a better workforce.

