



Charleston  
Area  
Alliance

## MEMBERSHIP GUIDE

[CharlestonAreaAlliance.org](http://CharlestonAreaAlliance.org)



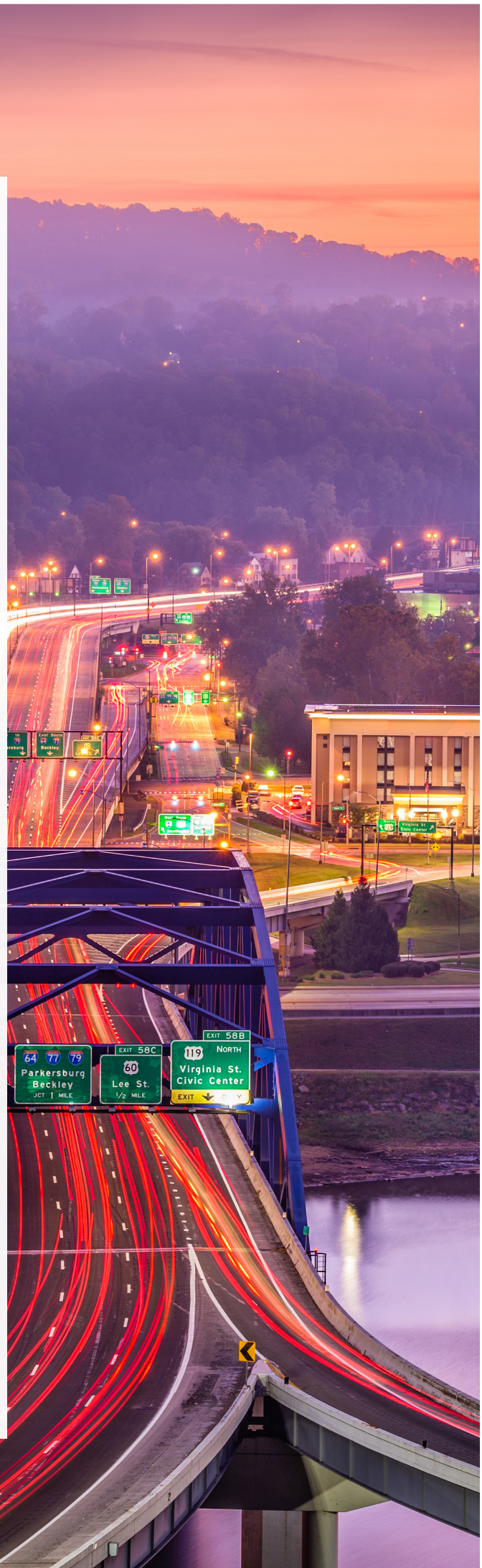


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# ABOUT US

The Charleston Area Alliance works to find opportunities to attract and retain innovative industries and workforce to our community, revitalize our urban spaces, and improve the vibe of Charleston and the Kanawha Valley.

We're a unique organization, bringing community and economic development and traditional chamber of commerce offerings under one roof.

## THE ALLIANCE IS YOUR CONNECTION TO THE KANAWHA VALLEY.

We're thrilled to have you join our 500+ member network, connecting you to people, organizations, and other businesses that help your business thrive. The Alliance provides networking and professional development opportunities like our monthly Business After Hours event and quarterly Elevations Professional Women's luncheons. At the same time, our sister organization, the Charleston Regional Chamber of Commerce, works hard to advocate a business-friendly community for our members.

You'll find many ways that your Alliance membership will make a positive impact for you, your business, and our community. If you have any questions or need more information, please email us at [info@charlestonareaalliance.org](mailto:info@charlestonareaalliance.org).



Nicole Christian | President & CEO,  
Charleston Area Alliance



# WHAT WE DO

The Charleston Area Alliance builds on the legacy of three organizations that came together in 2004 to bolster economic opportunity and community enhancement. They include Business & Industrial Development Corporation (BIDCO), the region's industrial and economic development organization, Charleston Renaissance Corporation, the downtown and neighborhood development organization, and the Charleston Regional Chamber of Commerce, the state's largest regional Chamber of Commerce.



## MISSION

Build a more vibrant community and prosperous economy.

### STRATEGIC GOALS

- Create an inclusive environment in which people want to live, work, and play.
- Facilitate downtown housing to create a robust and vibrant community.
- Create growth through support of existing businesses.
- Serve as the collaborative conduit for property development.
- Create growth through a strategic communication, recruitment, and marketing plan.

## MISSION

Improve the business climate and address issues affecting Kanawha County's future.





# MEMBERSHIP BENEFITS

The Charleston Area Alliance works hard every day to ensure businesses in the Kanawha Valley succeed. Here are some of the benefits you receive through your membership with the Charleston Area Alliance.

## ADVOCACY

The Charleston Regional Chamber of Commerce advocates for members and the Kanawha Valley community. The Chamber has two registered lobbyists that serve as members' voices to promote business friendly policies and initiatives in our region.

## COMMUNITY

Alliance programs, initiatives, and events such as Downtown Streetfests and Brown Bag Lunch Concert Series work to create cool vibes for our community and drive economic growth to our small businesses. When you succeed, we succeed. The Alliance provides support to businesses when they reach their goals or hit milestones and assists with ribbon cutting ceremonies and celebrations.

## DISCOUNTS

Alliance members receive discounts on office supplies, advertising and even graduate degrees!

- Save up to 25% with the Constant Contact Chamber Program
- Office Depot/Office Max Small Business Savings Program
- Save 10% on University of Charleston MBA Program
- Member rates at Alliance events

## NETWORKING

The Alliance's monthly networking event, Business After Hours, is a unique experience and a great way to meet other professionals living and working in the Kanawha Valley. The Alliance also hosts the Elevations Professional Women's Network luncheons and other events that give you access to professionals and leaders in the community.

## PROFESSIONAL DEVELOPMENT

Our Lunch & Learn series brings timely and relevant business topics to you and your employees at a low cost, and during the lunch hour. The Alliance often partners with members to present on topics and areas of expertise.

## PROMOTION & VISIBILITY

The Alliance thrives on the success of its members. When you join the Alliance, you'll receive opportunities to promote your business and gain visibility in the community:

- Member content shared on Alliance social media channels
- Member Market E-blasts to 5,000 + business and community leaders for \$295
- Online business directory
- Sponsorship opportunities

### DID YOU KNOW?

CONSUMERS ARE **63%**  
MORE LIKELY TO BUY  
GOODS AND SERVICES IN  
THE FUTURE FROM A  
COMPANY THAT THEY  
BELIEVE IS A  
**CHAMBER MEMBER.**





# MEMBERSHIP INFORMATION

Whether you're a small start-up or a large corporation, your money matters. An Alliance membership brings value to your organization, advancing your goals while becoming part of the backbone of a productive and robust coalition working hard to grow and enhance our community.

## ANNUAL DUES

Annual dues begin at \$200 and adjust based on the size of your company.

### Number of Employees

<b>1 (home based business)</b>	<b>\$200</b>
<b>1-5</b>	<b>\$400</b>
<b>6-15</b>	<b>\$500</b>
<b>16-29</b>	<b>\$700</b>
<b>30-41</b>	<b>\$1,000</b>
<b>42-75</b>	<b>\$2,500</b>
<b>76-100+</b>	<b>\$3,800</b>



# PROGRAMS & EVENTS

The Charleston Area Alliance offers a variety of innovative programs and events that engage members and the community, and help us achieve our strategic goals.

## CELEBRATIONS

### **Annual Celebration**

A tribute to the people, businesses, and organizations driving economic and community development efforts in the Kanawha Valley.

### **We Love Our Community Awards**

Awards ceremony to honor people and organizations in the community that use their creativity and compassion to bring positive change to the Kanawha Valley.

## CHARLESTON REGIONAL CHAMBER OF COMMERCE

### **Issues & Eggs Legislative Breakfast**

Annual event heralding the arrival of the West Virginia legislative session and connecting Charleston's business community with legislative leaders through personal, face-to-face engagement.

## DOWNTOWN CHARLESTON EVENTS

### **Brown Bag Lunch Concert Series**

Free concert series held in downtown Charleston's public spaces featuring local musicians.

### **Downtown Open**

Downtown Charleston turns into a pop-up putt putt course!

### **Downtown Streetfest**

Block parties with a local mix of live music, food, drinks and activities for the entire family.

### **Holiday Window Display Contest**

A friendly holiday competition where businesses decorate their storefronts for the holiday season.

## PROFESSIONAL DEVELOPMENT & NETWORKING

### **Business After Hours**

A unique and popular networking experience. The monthly events are a great place to meet business leaders in the Kanawha Valley in a relaxed setting.

### **Elevations Professional Women's Network Luncheon Series**

Speaker series featuring high-profile females that teach and inspire Charleston's professionals by their journeys, challenges and accomplishments.

### **Generation Charleston**

The Alliance's young professionals organization.

### **Leadership Kanawha Valley**

Professional development program that develops, supports and connects emerging talent throughout the Kanawha Valley.

### **Lunch & Learn Series**

Workshops designed with your business in mind. The annual series hosts topics that are most relevant to businesses today.





# GET INVOLVED

The Charleston Area Alliance provides its members with a variety of programs, events and initiatives that allow members to make lasting connections and get involved with the community.

## Make Connections & Socialize

Whether it's chatting with someone in downtown Charleston at a brown bag lunch concert or attending a business after hours. Connections made with other professionals in the Kanawha Valley help grow your brand and business.

## Serve on a Committee

Your expertise and enthusiasm will help the Alliance achieve their goals. Getting involved on one of our committees is a great way to maximize your membership and drive change in our organization and community. The Alliance has two committees:

- Economic Development
- Community Development

\*Committee seats are limited

## Grow your Leadership Skills

The Charleston Area Alliance is dedicated to providing members with quality programming to develop your leadership skills. We offer a variety of professional development opportunities including:

- Virtual and in-person Lunch & Learn webinars and training
- Leadership Kanawha Valley

## Attend an Event

The Alliance hosts small to large events on a monthly to annual basis. Attending and participating in Alliance events is a great way to meet with local business leaders and owners in the community, and learn about topics that are timely and relevant.

- Annual Celebration
- We Love Our Community Awards
- Elevations Professional Women's Luncheons
- Charleston Regional Chamber of Commerce Issues & Eggs

## Host an Event

Most importantly, we want your business to shine! Hosting an event at your location is a great way to maximize your membership and showcase your business and staff.

- Ribbon Cuttings
- Business After Hours





# MAXIMIZE YOUR MEMBERSHIP

## **Keep your business profile up-to-date.**

Stay connected with the Alliance. Make sure you let us know who we should communicate with from your company. Contact us when changes occur to make updates.

## **Sign up for our e-newsletter.**

Stay connected with the Alliance and news around the Kanawha Valley by signing up for the Alliance's News + Events e-newsletter.

## **Display your membership plaque.**

Consumers are more likely to purchase from chamber members. Display your plaque so your customers can see you're a proud member of the Alliance.

## **Promote your business.**

From Member Market e-blasts, social media posts and partnering on community events, membership means you can use the Alliance's platforms to market your business.

## **Enhance your business directory listing.**

As a member, your business is listed in our business directory. Your business will stand out by providing photos and clear information about the services you provide, and how to contact you.

## **Follow us on social media.**

Get updates daily on the Charleston Area Alliance and Downtown Charleston Facebook pages. You can also find us on Twitter, @CAAlliance.

You can keep up with the Charleston Regional Chamber of Commerce on Facebook and Twitter.

## **Post job openings.**

Are you hiring or recruiting new employees? As an Alliance member, your business can send us your job postings and we will promote on our social media channels.

## **Ribbon Cutting Ceremonies.**

We love celebrating grand openings and major milestones with our members! As a member, the Alliance will assist you in hosting ribbon cutting celebrations.





# MARKETING OPPORTUNITIES

We offer a variety of advertising and engagement opportunities to build your brand and market your company to business leaders in the Kanawha Valley.

## **Board Meeting Host**

Being an Alliance board meeting hosts means sharing your message face-to-face with key business-people and leadership in the Kanawha Valley. Hosts are given the opportunity to present a 10-minute company update at one of the Alliance's board meetings.

## **Business After Hours Host**

Hosting a Business After Hours at your location is a fantastic opportunity to market your company to business leaders in the Kanawha Valley in a relaxed setting at Charleston's most popular networking event.

## **Charleston Area Alliance Office Naming Opportunities**

The Alliance offices host a variety of community meetings and events, serves as a small business incubator to small, up-and-coming businesses, and hosts international visitors and business leaders regularly. The spaces available for naming rights provide an opportunity for businesses to expose their brand to community members.

## **Member Market E-Blast**

Email a message from your company to 6,000+ business and community leaders and young professionals through our "Member Market" e-blast service. The service is first come, first serve and only done once a week.

## **Program & Event Sponsorship**

The Alliance hosts a variety of programs and events, both virtual and in-person, throughout the year. Our events are designed to connect our community through education and networking opportunities. Sponsoring a program or event is a great way for businesses to receive exposure while showing support of the Alliance and our community.



# OUR TEAM

The Charleston Area Alliance is an experienced and dedicated team of local professionals that are passionate about connecting members to resources and opportunities that help them grow and thrive.

**Nicole Christian, President & CEO**

**Andrew Dunlap, Director of Economic Development**

**Debbie James, Chief Financial Officer**

**Jeri Adkins, Vice President, Administration**

**Johanna Miesner, Communications and Events Coordinator**

**Paula Sims, Executive Assistant**

**Ria Terrell, Administrative Assistant**

**Susie Salisbury, Vice President, Community Development**

**Victoria Russo, New Markets Consultant**

## HAVE QUESTIONS OR NEED MORE INFORMATION?

### **Charleston Area Alliance**


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