

Taos Ski Valley  
Chamber of Commerce  
Membership

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[www.taoskivalley.com](http://www.taoskivalley.com)

## What is the Taos Ski Valley Chamber of Commerce

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The Taos Ski Valley Chamber of Commerce was formed in 1997 one year after the Village of Taos Ski Valley became the 100th Municipality in the State of New Mexico. Our Chamber of Commerce is a private non-profit membership organization with a focused core mission: The mission of the Taos Ski Valley Chamber of Commerce is to develop and promote tourism as a vehicle to strengthen the local economy and improve the economic well being of Village businesses, residents, TSV Chamber members and the community at large .

## Why should my business join the Chamber of Commerce?

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By joining your local Chamber, you are banding together with other area businesses to take action in the best interest of the whole community. The Chamber of Commerce gives your business important exposure in a world where it can often be very expensive to out-market your competitors. Through networking, marketing opportunities, and cross-referrals, you can establish worthy contacts and your business can gain credibility and a presence in our community.

## How can the Chamber help me promote and grow my business?

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The Chamber of Commerce produces numerous publications which are circulated around the country, as well as are sent and handed out to visitors and people looking at visiting or relocating to our area. These opportunities offer low cost marketing opportunities to your business. As the Visitor's Center and main contact for information in Taos Ski Valley, the Chamber also refers thousands of visitors and locals to our Chamber members each year, not to mention the thousands of visitors annually who visit our website and see your business listing.

Being a member shows that your business believes in quality, customer service, and is engaged in the life of the community.

**Networking:** The art of building your business by building relationships. This is the era of relationship marketing. Building relationships with potential clients and customers is essential to your growth and expansion. Increase your circle of influence in the business community by meeting others at Chamber functions, including: Members Mixers, Special Annual Events, Monthly Chamber Meetings, and networking groups.

**Business Referrals:** Each year the Chamber staff refers thousands of walk-in customers and phone calls to Chamber members from residents and visitors seeking products and services. These inquiries are referred only to Chamber members. The online Chamber Business Directory is a complete guide to Chamber members and receives thousands of visitors per year.

**Chamber Newsletter:** The monthly newsletter will keep your business informed about what is happening in the Taos Ski Valley. Members are encouraged to submit announcements, events, and articles so that other businesses can learn more about you. Throughout winter we also send out a weekly newsletter to an extensive database. This newsletter highlights new businesses, the upcoming events, Lodging specials and offers members affordable advertising to promote their business.

**Support the Community:** As a member of the Chamber you will be supporting our annual events that bring tourists to the Valley in summer. The Chamber will also advertise events and specials for its members.

**Cooperative Marketing:** As a Chamber member, you will be invited to exclusive opportunities to cooperatively market with other members. Cooperative marketing will not only save you and your business money, but also raise awareness of your products and services. Your membership investment is 100% tax deductible.

## Full Member

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Available to businesses licensed in the Village of Taos Ski Valley

Dues are based on annual gross receipts:

<b>\$125</b>	Under \$100,000
<b>\$250</b>	\$100,000 - \$250,000
<b>\$375</b>	\$250,000 - \$400,000
<b>\$550</b>	Over \$400,000

Full Member Benefits:

- Entitled to vote and serve on the Board of Directors
- Website listing and link to your website; Individual web page for your business
- Display brochure and business card in the TSV Chamber Visitor Center
- Opportunity to participate in discounted cooperative advertising opportunities
- Listing in on-line membership directory
- E-mail updates
- Business referrals
- Specials and events listings on website calendar and weekly events guide
- Listing on village map
- Eligible to purchase website advertising
- Participate in hospitality training and Mix-n-Greets
- Attend meetings

## Associate Member

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Available to businesses outside the Village of Taos Ski Valley

<b>\$250</b>	per year
<b>\$175</b>	per additional listing

Associate Member Benefits:

- Website listing and link to your website, Individual web page for your business
- Display brochure and business card in TSV Chamber visitor information packet
- E-mail updates
- Business Referrals
- Participate in hospitality training
- Attend meetings
- Advertising on the TSV Chamber Website as space becomes available
- Able to attend Mix 'n' Greets
- Opportunity to participate in Co-op advertising

## Non-Profit Organization Member

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Annual Dues: **\$100**

Non-Profit Organization Benefits:

- Benefits coincide with full or associate member benefits, based on business location.

**Village of Taos Ski Valley Chamber of Commerce and Visitor's Bureau  
2009 / 2010 MEMBERSHIP FORM**

Date of Membership: \_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

- Owner       Manager       Employee Representative

Physical Address: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Free Phone : \_\_\_\_\_ Cell: \_\_\_\_\_

Email Address: \_\_\_\_\_

Website Address: \_\_\_\_\_

Seasons of Operation:     Year-Round       Winter Only       Summer Only

Business Category:

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Reservations       | <input type="checkbox"/> Lodging        | <input type="checkbox"/> Dining          |
| <input type="checkbox"/> Shopping           | <input type="checkbox"/> Entertainment  | <input type="checkbox"/> Performing Arts |
| <input type="checkbox"/> Meeting/Conference | <input type="checkbox"/> Ski Rentals    | <input type="checkbox"/> Recreation      |
| <input type="checkbox"/> Services           | <input type="checkbox"/> Transportation |  |
| <input type="checkbox"/> Other: _____       |   |  |

Short description of your business: (Maximum 10 Words):

\_\_\_\_\_

Description of your business: (Maximum 150 Words):

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Village of Taos Ski Valley Chamber of Commerce and Visitor's Bureau  
2009 / 2010 REMITTANCE**

Membership Dues	Full	Associate	Non-profit	Multiple Businesses
	<input type="checkbox"/> \$125	<input type="checkbox"/> \$250	<input type="checkbox"/> \$100	<input type="checkbox"/> \$175
	<input type="checkbox"/> \$250			
	<input type="checkbox"/> \$375			
	<input type="checkbox"/> \$550			

Completed membership form:  Yes

Up to 5 print quality images of your business:  Yes

Payment:  Check

Credit Card

Online

Payment Options

BY CHECK *Mail application and payment to:*  
Taos Ski Valley Chamber of Commerce  
PO Box 91  
Taos Ski Valley, NM 87525

BY CREDIT CARD Please call (575) 776-1413 and to process your payment over the phone.

ONLINE Fill out an application and make your payment conveniently online  
at [taoskivalley.com/members/join\\_now](http://taoskivalley.com/members/join_now)

Thank you for becoming a Taos Ski Valley Chamber of Commerce member!