

Arcola Chamber of Commerce

A Message from the Executive Director

Last year, when I became the Executive Director of the Chamber of Commerce, my first goal was to increase membership. My thinking was that this city had a greater chance of being successful if the majority of us were working towards a common goal. So I started calling businesses that were not members and asked them to join. The majority of people I spoke with had a common response, they wanted to know what the benefits were to joining. Being new in the job, I had not accomplished a thing and had little to tell them other than what the purpose of the Chamber is, and that is to promote business in Arcola.

This year, that is exactly what we did. This year the Chamber has spent approximately \$40,000 advertising Arcola. These funds were obtained through the Illinois Department of Tourism and our own local Hotel/Motel tax. We have advertised in the St. Louis Area, Peoria, Bloomington, Springfield, and Champaign. We have advertised on television, Radio, and Newspaper. I have concentrated the message on downtown Arcola. Unique shops, Antiques, Historical downtown.

If you do not have a business downtown you might be thinking how does this help me. Well hopefully that tourist coming to town stops and stays at a motel, maybe they have lunch, maybe they fill up their gas tank, maybe their car breaks down and needs repaired. The bottom line is they help the overall economy of our town. The better the economy, the more money people have to spend. Maybe they could spend more with their local investor, or banker. Maybe they can go ahead with a home improvement project. When the economy is good in our town everyone benefits!

Additionally, the Chamber had a new website developed this year. The reason for this was very simple. When you advertise anything anymore the first thing someone is going to do is try to learn more about it. So when we advertise Arcola, we know people will look us up on the internet. We had a website before, but it needed serious upgrading. Our new site puts our best foot forward to put us in a positive light with potential visitors. Additionally, the new website is very business friendly. With our previous website it was very difficult to locate our businesses. With the new website, businesses can advertise right on the front page.

In 2013 the chamber will build on what we accomplished in 2012. We will continue to advertise Arcola. We will advertise the downtown, we will advertise the beautiful Walldog murals, and advertise Rockome Gardens. We will continue to advertise anything that will bring people to our town. The purpose of the Arcola Chamber of Commerce is to promote business.

If you would like to be a part of the Arcola Chamber of Commerce and help promote our beautiful city, please don't hesitate to contact me!

Mark Spainhour

Executive Director

Arcola Chamber of Commerce

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