



## Chamber of Commerce and EC Development Activation

***Mission/Purpose of this checklist is to connect with your local Chamber of Commerce or other economic development personnel to promote your local farm and/or your local Arabian horse events within your community. Some types of events you may want to promote are:***

- Holding a Meet an Arabian Horse event
  - Promoting your Lesson Program
  - Hosting an event or horse show for your Club
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- Ensure your farm is listed as an Arabian Horse Discovery Farm; including ensuring that signage is displayed properly for prospective new enthusiasts
- Locate the Local Chamber of Commerce or Economic Development office for your town, city or municipality. Identify 2-3 contacts that would be interested in learning more about community events and your program.
  - Common titles for those who may be able to assist are "Business Development Managers", "Business Development Executives" and/or "Program & Events Managers" as examples. Be sure to include the Chamber CEO or President along with their contact information for future use. Please note: Tourism office may be an additional resource depending on your area. Priority should be given to Chamber and/or Economic Development offices first as these are offices that work on behalf of existing residents in your area.
  - Remember, if there is more than one local farm or club in your area, determine which of you shall approach the local Chamber. It is important to have one point of contact for these events.
- Ensure that you create and use the flyer that is included in the toolkit. Make sure to include your contact information. This **\*\*resource\*\*** is included in this toolkit and can be tailored to suit your community needs. Be sure to obtain graphics of the community logo that can be placed on this document for distribution.
  - Remember, only use the flyer that is included in this toolkit. Consistency in messaging between communities is important.
- Ensure that your farm and/or host of the event has a Facebook page and that you are creating local presence in your community and encouraging existing clients, contacts and friends/family to "LIKE" your page to communicate
- Craft email (template available) inquiring about the opportunity to set up a call with your Chamber contact.
  - UTILIZE DEBORAH'S INTRODUCTION LETTER and INCLUDE CLUB INFORMATION



- Be prepared for your call with the local Chamber official
  - Have talking points ready for the call (these talking points are included in the toolkit)
  - If your local Chamber is interested, set a date to visit the farm
  - Explain your event or lesson program and why the Chamber may be interested
  - Remember, it is key to have a “call to action” (i.e. you need to identify what you want from the local Chamber official and what the next step is)
  
- Send a follow up email thanking your Chamber contact for their time. Send applicable information that was discussed on the call along with confirming date and time of visit to the Farm and/or Lesson Program
  
- Ensure that the necessary promotion has been completed
  - “Event” is created through the Farm that is hosting and linked to the Local Arabian Horse Club in the area
  - Repeatedly promote your event through various social media platforms and on community social media platforms such as community FB pages.
  
- Host Event --- see the tools that are available in the MAH Toolkit to track attendance and ensure that contact information is included for follow up
  - Take pictures and use them on social media during and after your event;
  - Use consistent hashtag;
  - Show off your Arabian horse through images and text;
  - Include contact information on your social media posts (where appropriate) so people know how to reach you
  
- Ensure that any contact information for possible members that you collect is sent to AHA to be able to link to their AHA Contact list to convert into potential members
  - CLUB NEEDS TO BE ASSOCIATED TO THIS (Need to discuss with AHA)
  - THANK YOU CERTIFICATES mailed out to all attendees and INVITES send to follow the CLUB and the FARM that hosted FB pages

Comments:

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