



Empowering Business and Community Growth

What is the RCDA?

The Richland Chamber & Development Alliance is the result of the merger we went through to bring together the Richland Area Chamber of Commerce and Richland County Economic Development Corporation. Our goal was to consolidate efforts and to make a stronger, single organization. We now can coordinate business efforts more easily, communicate more efficiently and save money in the process.

What is RCDA's aim?

Our work is two-fold. We at the RCDA work to help local businesses thrive through developing helpful programs (like the marketing workshop) as well as making our members aware of the many programs and services that are available to help business owners. We know you are probably too busy running your business to spend much time researching ideas, so we try to bring the ideas to our members.

The other work we do is to encourage economic development in the area. Community growth depends on creating jobs and we at the RCDA work closely with other regional and state groups to be on top of incentives and programs that are being created to help with developing our region. You'd be amazed at the changing array of programs out there! It's our job to stay up to date and serve as a resource to you on the options available.

Who are RCDA members?

Our members are a diverse group of businesses, organizations and individuals. Many join for the exposure our website offers (our members are listed on our site and we get good online traffic). Many are members who want to network and meet other business-owners and operators. Many are members because it is important to their business to support the community and economic growth of the area, in general.

Partner with us and make a sound investment in your business.

Access to our Business Center

We have office amenities available by appointment. This includes:

- Beautiful conference room with seating for ten (makes a great place for off-site planning meetings or client meetings)
- Wireless internet (you can do research on the fly or pop in to check your email)
- Bulk mail discounts (a big cost saver if you are considering a big mailing)
- Color laser printing (great for printing a nice proposal & it's low cost and easy here)
- High-speed copy machine (wonderful for printing newsletters & saves lots over commercial printing)
- Send/Receive Faxes (again, this is free to our members)

Business Development Assistance & Consulting Services:

- Gary Smith with the Southwest WI Small Business Development Center holds monthly office hours at our office. He is a former high-end consultant and a wizard at helping small businesses create a better business plan or solve problems. Set up a meeting with him through us and you will be amazed at the insight he can share with you about your business (this is FREE and an incredibly valuable benefit!).
- David Vobora with the Southwest WI Community Action group provides valuable business development consults through our office. If you are interested in exploring potential funding options, please take advantage of his expertise and call our office to set up a meeting.

Business Recognition Programs:

- Get free PR with our ribbon cutting and ground-breaking ceremonies
- Increase sales with our "Buy Local" gift certificate program
- Gain exposure with your complimentary website listing, listing in our visitors' guide as well as receiving referrals from the many people that call our office looking for recommendations.
- Gain credibility with our member window sticker (did you know a study was conducted and showed that when consumers know a business is a member of the local chamber they are 44% more likely to think favorably of it?) – customers like knowing a business supports the community!

Marketing assistance:

- We put together shared advertising programs throughout the year for our members - we know you want more exposure, but often are on a tight ad budget.
- Display your brochures in the Visitor Center! Many people stop in our offices - get your name out to these people!
- Tourism promotions and industry tours - our members have many options to participate in and we are coming up with new ideas constantly - take advantage of this free benefit.

Economic Development Assistance:

Governor Walker has created many new opportunities for businesses. We serve as the area's "knowledge center" for our members. Come in and find out about the different city, county, USDA, and State loan and funding programs. Don't you deserve to have access to these programs? We want our members to grow and thrive - find out if there are programs that can help with that!

Other Benefits:

- Access to our discounted Group Health Insurance
- Partnership opportunities with our community tours for new employees, residents and visiting leaders (this is great for exposure).
- Mentoring opportunities such as MarketPlace for Kids and Youth Entrepreneurship programs.
- Discounts on workshops

Our membership rates are extremely reasonable, so we really hope you will join us and start taking advantage of all the various benefits we offer you.

If you have any questions, concerns or problems - please call our office. The support of our members is what keeps RCDA growing - and that support is not only financial, but also comes from ideas and interaction. We want to know how we can help serve you better.

Thanks again for your support. I'll look forward to hearing from you soon.