

Using Your Chamber Toolkit

The LAX Coastal Chamber of Commerce is here to help you succeed, and in that endeavor we have a variety of opportunities for you to take advantage of. Use the below information as a handy “toolkit” to elevate your business—the LAX Coastal way.

Questions or comments? Contact your Creative Director, Kirby Israelson, at 310.645.5151 / kirby@laxcoastal.com

Membership Portal



How to access the Membership Portal

- Visit the LAX Coastal Chamber website at www.laxcoastal.com
- Click “MEMBER LOGIN” in the upper-right corner and enter your Username and Password
 - *Don't have a member login account? Contact Kirby at 310.645.5151 / kirby@laxcoastal.com*
- You're in!

What can the Membership Portal do for you?

Talk to fellow Chamber Members

- Once you've logged into the Membership Portal, you can post messages, links, photos, and videos to fellow chamber members using the featured social feed
 - *Think Facebook, but only for LAX Coastal Chamber members!*

Update Your Membership Page

- Click “Personal Information” on the left-hand “Shortcuts” menu to update your personal information
- Click “Company Information” on the left-hand “Shortcuts” menu to update your company information
 - *All changes to your company information will be reflected on your company's membership page at www.laxcoastal.com*
- **Pro Tip: Make your membership page robust! Add a company description, a photo gallery, a promotional video, link it to your social media accounts, add your company logo, and more!**

View Membership Visibility Reports

- Click “Reports” in the upper navigation menu to view how many times your membership page, hot deals, or job postings have been viewed throughout the year

Post a Hot Deal

- Click “Hot Deals” on the left-hand “Shortcuts” menu
- Select “Add Hot Deal” blue button in the upper-right corner
- Fill out the information and select “Submit for Approval”
 - *Once a member of Chamber staff has approved your submission, your Hot Deal will be live at business.laxcoastal.com/hotdeals*

Post a News Release

- Click “News Releases” on the left-hand “Shortcuts” menu
- Select “Add News Release” blue button in the upper-right corner
- Fill out the information and select “Submit for Approval”
 - *Once a member of Chamber staff has approved your submission, your News Release will be live at business.laxcoastal.com/news*

Post a Job Listing

- Click "Job Postings" on the left-hand "Shortcuts" menu
- Select "Add Job Posting" blue button in the upper-right corner
- Fill out the information and select "Submit for Approval"
- *Once a member of Chamber staff has approved your submission, your Job Listing will be live at business.laxcoastal.com/jobs*

LAX Coastal Website



What can the LAX Coastal website do for you?

Website Advertising

1 Month for \$250/mo · 3 Months for \$225/mo · 6 Months for \$200/mo · 1 Year for \$150/mo

- The LAX Coastal website attracts over 4,000+ viewers with 6,000+ pageviews per month, providing you an advertising opportunity with a guaranteed audience
- All website advertisements are prominently displayed on the homepage of www.laxcoastal.com, and displayed on the footer of every secondary page
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

Add a Calendar Event

- Visit the LAX Coastal Chamber website calendar at business.laxcoastal.com/events
- Click "Submit New Event" teal button in the upper-right corner
- Fill out the information and select "Submit for Approval"
- *Once a member of Chamber staff has approved your submission, your event will be live on our Community Events calendar at community.laxcoastal.com/events*

Become a Guest Blogger for Coastal Comments: An LAX Coastal Blog

- Visit the Coastal Comments blog at www.laxcoastal.com/chamber-blog
- Peruse our blog at your leisure; like, comment, and share with friends!
- Apply to become a guest blogger by sending your contact information and a brief description of your topic to Kirby at kirby@laxcoastal.com
- *Once your application has been reviewed, Kirby will get back to you with further details*

Weekly E-Newsletter



How to access the Weekly E-Newsletter

- As a current member, you should already receive the Weekly E-Newsletter every Wednesday!
- If you do not receive the newsletter, simply visit www.laxcoastal.com/newsletter to sign up

What can the Weekly E-Newsletter do for you?

E-Newsletter Advertising

1 Week for \$40 · 3 Weeks for \$100 · Sponsored Social Media post for \$40

- The Weekly E-Newsletter is sent via email every Wednesday to over 3,000+ local professionals
- All newsletter advertisements are prominently displayed on the right-hand column of the newsletter (Sidebar Ad) or listed between event stories (Banner Ad).
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

Be Featured “In The News”

- Has your company done something news-worthy lately? Send us any press releases or article mentions to be featured in our “In The News” section of the Weekly E-Newsletter
- *Send all articles or press releases to kirby@laxcoastal.com no later than the Tuesday before you’d like your information to be published*

Host a Chamber Event

- Looking for some extra exposure? Let us know if you are interested in hosting a Chamber event! We are always in the market for venues for committee meetings, happy hours, and networking mixers
- All event hosts are featured in the Weekly E-Newsletter with an event story and photo, and posted on the Chamber’s website calendar
- *Let us know you’re interested in hosting a chamber event by contacting Kirby at 310.645.5151 / kirby@laxcoastal.com*

Promotional Ceremonies



What can a Promotional Ceremony do for you?

Host a Celebratory Event

Basic Package for \$50 weekday / \$150 weekend · Publicity Package for \$250 weekday / \$400 weekend

- As your local chamber, we are here to celebrate your accomplishments, and what better way to celebrate than to throw a party? Host your next Grand Opening or Anniversary party with an official chamber ribbon cutting or cake cutting event
- All Promotional Ceremonies are featured in the Weekly E-Newsletter with an event story and photo, posted on the Chamber’s website calendar, and sent via personal invitation to the Chamber’s Board of Directors. With a Publicity Package, you also receive a set of digital mailing labels, an official Chamber Proclamation, and a Press Release that is distributed to our media contacts
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

LAX Coworking - Your Business Resource Center



How to access LAX Coworking

- Visit the LAX Coworking website at www.laxcoworking.com
- Drop on by the LAX Coastal Chamber office for a free tour of our in-house LAX Coworking program

What can LAX Coworking do for you?

Cowork at LAX Coworking

Day Pass \$10/day · 1 Month for \$159/mo · 3 Months for \$139/mo · 6 Months for \$119/mo

- LAX Coworking is your unpretentious coworking space, built with the modern business owner in mind. We are a family of dreamers and doers, working together (and separately) to accomplish our goals and will do whatever we can to elevate your business.
- Need a spot to work? Drop on by the Chamber office and take a tour of our coworking program
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

Meeting and Event Space for Rent

Private Office (groups up to 4): \$20/hr · \$50/half-day · \$80/day

Small Conference (groups up to 14): \$50/hr · \$125/half-day · \$225/day

Board Room (groups up to 40): \$100/hr · \$350/half-day · \$450/day

Available Monday-Friday, 9a-6p / Weekends and After Hours available at an additional charge

- Meeting space is not always easy to come by, but your local chamber is here to help. Our LAX Coworking program is aimed at being your resource center and is looking forward to hosting your next meeting, event, or workday.
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*

Attend a Lunch N Learn Workshop

- As a resource center, LAX Coworking is also here to elevate your professional skills by hosting monthly Lunch N Learn workshops with topics ranging from to best fundraising practices to the pros and cons of different business formations.
- *Keep an eye on the Chamber's calendar for upcoming events at business.laxcoastal.com/events or by reading the Weekly E-Newsletter*

Present a Lunch N Learn Workshop

- LAX Coworking is always looking for qualified speakers to present topics and our monthly Lunch N Learn workshops. Do you have an important topic to discuss? Are you looking to help elevate local professionals? Let us know!
- *For more information, contact Kirby at 310.645.5151 / kirby@laxcoastal.com*