

# CHAMBER MISSION



# WELCOME TO THE CHAMBER!

The mission of the South Side Chamber of Commerce is to provide effective community leadership in the marketing and economic development of our Historic South Side business district. The Chamber advocates for our members in both community and governmental policy, working effectively with our community leaders and elected officials through:

- Support of the South Side Welcome Center location with paid staff and business district collaboration
- Promotion of a strong and safe South Side brand to attract and retain businesses
- Liaison between our business district and residents
- Advocacy for affordable and convenient parking for businesses, residents, and visitors
- Safe and clean public areas and streets for businesses, residents, and visitors

## GET INVOLVED

### SPONSORSHIPS

Support the Chamber through our annual sponsorships, including the Welcome Center - an official VisitPITTSBURGH information center that hosts thousands of annual visitors.

### MEMBERSHIP & VOLUNTEERS

Work on new member development and member retention. Build volunteer teams for Chamber programs and activities, including the Chamber Clean Team.

### MARKETING & OUTREACH

Develop programs to promote Chamber member businesses and the South Side business district brand.

### ADVOCACY & POLICY

Advocate Chamber positions on city and state legislative issues of importance to the South Side business district.

### EVENTS & PROGRAMS

Promote and manage events and programs that support member businesses, the community, and Chamber funding.

### OPERATIONS

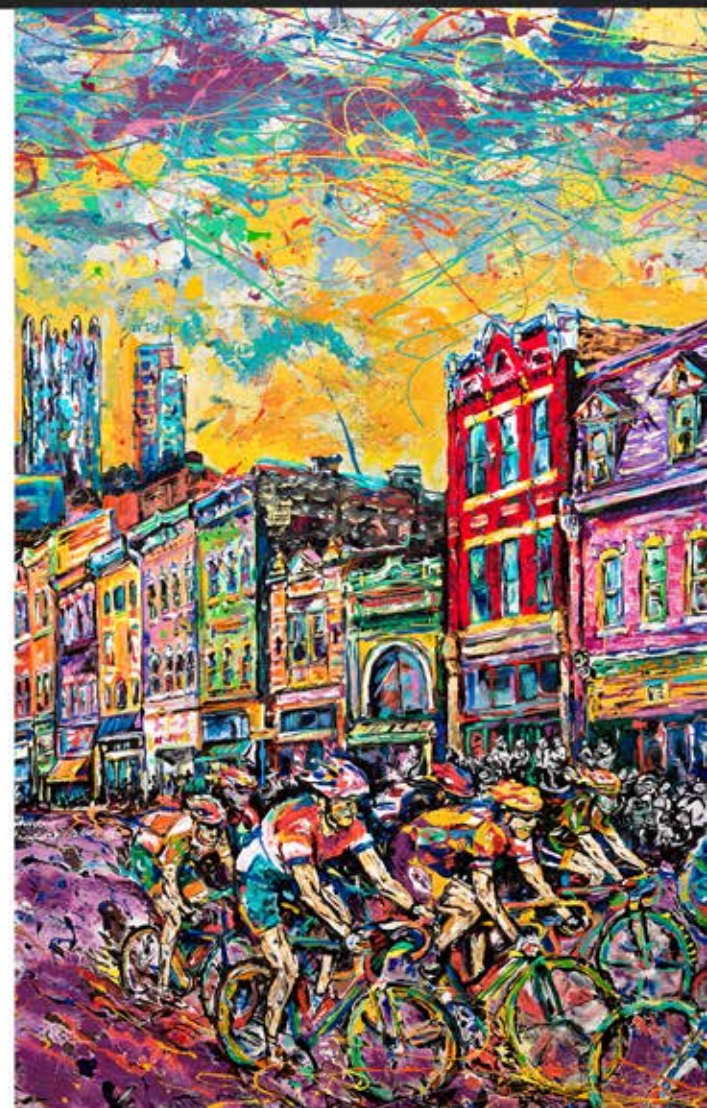
Manage the Welcome Center brick-and-mortar location and the Chamber's operations, including facilities and services.

### FINANCE & TECHNOLOGY

Monitor Chamber financial operations, including budgets and financial reports for the Board of Directors.

Join the Chamber at [southsidechamber.org/join](http://southsidechamber.org/join)  
**WEAR A MASK | SOCIAL DISTANCE | WASH YOUR HANDS**

South Side Chamber of Commerce  
1100 East Carson Street  
Pittsburgh, PA 15203-1141



"COLORS OF CARSON STREET" BY JOHN PRASCA  
[JOHNOSART.COM](http://JOHNOSART.COM)



**SOUTH SIDE  
CHAMBER OF  
COMMERCE**



## MEMBERSHIP SUCCESS

Learn about all the Chamber has to offer and identify what you want to gain from your Chamber membership through these programs and events. We are here to make it happen.

- 1 South Side Soup Contest** - Compete for best soup, be a host location, or be a sponsor at this annual fundraiser that is co-produced with The Brashear Association. Each February, 1200 soup tasters participate in this event.
- 2 Summer Golf Classic** - Join members and friends for a round of golf and sumptuous banquet to raise funds for the Welcome Center and Chamber Clean Team. Be a sponsor or volunteer at this annual golf fundraiser.
- 3 OpenStreetsPGH** - Present your business at this wildly successful event on the South Side. Join the Chamber as we greet over 35,000 visitors to walk, run, bike, and explore East Carson Street without motorized traffic.
- 4 Small Business Saturday** - Showcase your business and share the news of your success as we highlight the best South Side attractions in November and let everyone know in our festive ebasts.
- 5 Mittens & Mingles** - Enjoy signature cocktails and treats and mingle to raise funds for the Welcome Center and The Brashear Association holiday programs. Be a sponsor or attend this great annual holiday event in December.
- 6 Networking Events** - Participate, be a sponsor, or volunteer to help at our Happy Hours and special virtual networking events. Join other Chamber members and make new contacts with powerful networking.
- 7 Development and Educational Programs** - Present at or attend our early morning Brown Bag Workshops. Join us to learn and grow your business in these challenging times of COVID-19 and how it impacts your bottom line.
- 8 Marketing Programs** - Sponsor or participate in our ongoing member marketing programs and initiatives in email, social media, web, print, and video content to promote our South Side business district.

## ACTION CHECKLIST

Here is a list of suggested actions to help you make the most of your Chamber membership. Review this list and select the actions that will work for you in the COVID-19 new normal.

- ☐ Visit our comprehensive website with up-to-date COVID-19 resources for your business!
- ☐ Sign up to receive Chamber electronic communications and participate in our social media programs.
- ☐ Submit "good news" stories on how your business is succeeding during the COVID-19 challenge.
- ☐ Share your special events, seminars and other activities for the Chamber Calendar at southsidechamber.org.
- ☐ Attend Chamber events to discover more about the Chamber and meet the board and other members.
- ☐ Use the Chamber's mobile directory to market your business, connect with members, and find businesses.
- ☐ Add upcoming Chamber events and activities to your website or calendar to stay actively engaged.
- ☐ Think South Side! Patronize South Side businesses whenever possible, build local connections, and introduce them to your business.
- ☐ Sponsor one of the Chamber's signature events or programs and prominently display your business to our guests and the South Side community.
- ☐ Learn new approaches that you can implement in your business through Chamber developmental and educational workshops in our new COVID-19 reality.
- ☐ Get involved with Chamber volunteer committees. Invite your friends, co-workers, and employees.

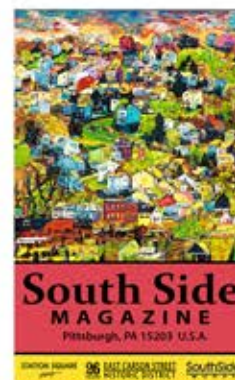
If you have questions or for more information on the South Side Chamber of Commerce, please call us at 412.431.3360 or email us at [info@southsidechamber.org](mailto:info@southsidechamber.org).

## MARKETING OPPORTUNITIES



### Chamber Website

Over 27,000 unique visitors have chosen the Chamber website as the definitive web resource for South Side business and event details. Our "South Side Means Business" video series spotlights our vibrant and diverse economy. The interactive mobile directory connects 600+ local businesses to their customers. Be a sponsor, share an event, and get connected.



### South Side Magazine and Map

Our South Side Magazine features a comprehensive and colorful foldout map. Co-produced with the Pittsburgh Post-Gazette, last year 30,000 magazines were distributed on the South Side, throughout Pittsburgh, and beyond. We offer advertising opportunities to help promote your business and reach your target audience in print and web advertising.



### GAP TrailGuide

The South Side is a Certified Trail Town on the Great Allegheny Passage. Over 200,000 bicyclists cross the Hot Metal Bridge each year on the trail. The Chamber produces a two-page ad with South Side map and business listing in the TrailGuide. Become a featured sponsor or be included in the South Side business listing to engage with this growing market.