

Chamber Connection

Upcoming Events & Photos

New Members & Renewals



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5 Things to Expect with Chamber Advertising

Congratulations! You just took the first step toward securing more customers through chamber advertising. We are glad you're considering it.

The Kilgore Chamber is the voice of business for the community. By making this investment in your business, you are now being seen by a new group of potential customers.

One of the things that makes chamber advertising so effective is that community members often see chamber businesses as well-established, community-oriented, and reputable. Advertising with us shows a strong alliance with your business and the chamber. According to the Shapiro Study, businesses associated with the chamber are also seen as having better products and services than non-chamber members.

Now that you know the benefits of being affiliated with and advertising with the chamber, let's go over what you can expect.

Types of Chamber Advertising: choose the one that works for you

You know your business better than anyone else. Is your ideal customer online? Or maybe she is a busy mom who's out and about in the community? Wherever your ideal customer is we have a form of

chamber advertising that can help with that and get your customer's attention.

Before selecting one of our types of advertising, it's important to think about who you're trying to reach. Below, you will find some of our most popular types of advertising as well as who it might be ideal for:

- **Event sponsorship:** if you're considering an event sponsorship, we can provide details about the types of participants who attend the event. Each event attracts a slightly different crowd. So, if you tell us who you're looking to reach from a demographic perspective we can help you find an event that will get you in front of that market.
- **Website banners:** our website generates a lot of traffic each month. We can give you specifics to the type of groups we're most popular with. The chamber offers ads on our chamber website as well as banner placement of your company and logo. This is an ideal investment if your potential customers are active online.
- **Newsletter ad placement:** we publish a chamber newsletter once a month. It goes out to almost 3000 via print and social media. And that list is always growing as we actively market it.

- **Keep It In Kilgore:** the KIIK program allows you to push special deals and discounts to our members. Because the email is just for special promotions, it has a high open-rate. After all, people love discounts!
- **Kilgore/Gregg County Map:** We periodically print a map for Kilgore and Gregg County. This map is truly the most distributed item we have. Not only is it given out at our office but at multiple other locations throughout Kilgore and Texas.
- **Email Blast:** Distributed to over 800 email addresses in the East Texas area at a cost of only \$50. Suggested image file size is a jpeg, png, or pdf format. New members receive one free Email Blast. The Kilgore Chamber is not responsible for content or layout of your ad and it must come complete ready to send out.
- **Member directory ad:** all of our members are listed in the member directory but if you want additional exposure with either a larger placement or sorting near the top, you can take out a member directory ad. The member directory is available 24/7 online and is the top resource for locals and visitors to our area.

These are just some of the advertising opportunities we have here at the chamber.

If you don't see something that fits the type of advertising you'd like to do with us, contact us. We can design an advertising package that can assist you in reaching your ideal audience and meet the goals you have for marketing and advertising.

What to Expect from Chamber Advertising

Assuming you found a form of advertising you like, here's what you can expect from working with the chamber:

1. We will ensure your ad, logo, business name, and contact information are correct and look their best with your sign-off before we go live. No worries over Miss spellings or incorrect placements. you will have the final say before we activate anything.
2. You receive updates on clicks, visits, referrals, or any other component we track and will report out on regularly.
3. Preferential renewals. If you are a consistent advertiser with the chamber, we will always give you the first right of refusal when your ad expires.
4. Our chamber staff knows the best ads for you. If you tell us what your ideal demographic and what your advertising goals are, we will find the right advertising vehicle for you whether that's online, at



Jill R. McCartney, IOM, CCEO-AP
President & CEO

- an event, in a swag bag, through a push notification, or on social media.
5. We have advertising opportunities starting at \$50 per email blast and may offer discounts for multiple buys.

Most marketers are hesitant to try a new advertising avenue. However, with the Kilgore Chamber advertising, you're guaranteed a large, well-respected reach. We are an organization that has been around for decades and is seen as a community leader. By plugging yourself into the Kilgore Chamber audience and advertising with us, you are showing that your business is a well-respected part of the community as well.

We Are Kilgore,
Jill R. McCartney, IOM
President & CEO
Kilgore Chamber of Commerce & Visitors Bureau



THE BILL ADAMSON BUSINESS CENTER



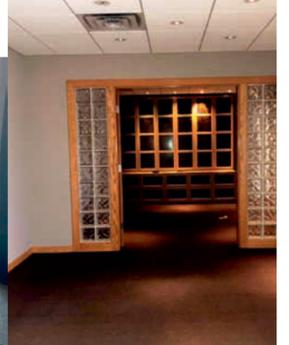
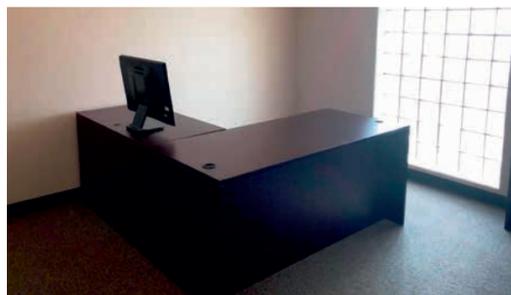
Bill Adamson Business Center

We have everything you need to start your business today!

- Single Story, well-appointed office spaces for lease on an individual basis
- Free access to a conference room, break room/kitchen and restrooms
- Office sizes range from 140 sf to 250 sf (\$180 to \$430/month)
- Office rates vary based on size and access to natural light
- One Executive Suite with 430 sf
- All utilities included except for phone/internet
- 11 covered parking spots with rear access available for a nominal monthly fee
- Easy access to high-speed internet services (cable or fiber)
- Anchor tenant utilizing 2 offices - Kilgore Chamber of Commerce

Come take a look!

Call Jill McCartney at 903.218.6895 for more information and applicable lease rates for each office.



BILL ADAMSON BUSINESS CENTER

New to Kilgore, could be the perfect office location for you.

Don't want to lease your own building, pay maintenance/utility bills, and still have access to a conference room?

Why not lease one or more offices in the Bill Adamson Business Center! The complex contains 17 offices, 3 open reception areas as well as a conference room, break room and restroom facilities. Tenants may lease one office or several adjacent offices while availability lasts.



Therapeutic Optometrists



Dr. Jadie Roberts



Dr. J.T. Roberts



Dr. Shiloh Roberts



Talking Tourism



Ryan Polk
Tourism Mgr.

July has arrived! While the days are hotter and sometimes wetter, the experiences are new as we continue to follow the path of safety provided by state and local officials. Visit Kilgore is continually monitoring developments surrounding COVID-19 and is following the lead of local, state and national health and

travel authorities. The safety and well-being of our community, partners and visitors is our number one priority. As we continue to adapt to the continual adjustments and communal demands, we must continue to remember that we are all in this together and we will get through this together, even if we are six feet apart. I want to encourage you to continue to move forward safely and wisely without fear with your adjusted travel or road trip plans, there is still rejuvenation, relaxation and a certain therapy that is found in travel. And if you can't go far, there is always a local road trip to be discovered right here in your own backyard.

Kilgore's Fourth of July Extravaganza started

July with a boom as the celebration continued social-distanced styled and from the car all across Downtown Kilgore.

WHAT'S NEW IN HISTORIC DOWNTOWN KILGORE?

Euphoria Botanicals

Located at 222 E Main St, Euphoria Botanicals is a specialty store providing botanical and medicinal needs, including candles, essential oils, handmade soaps, gifts, along with Trejo skate gear!

RC Comics' Geektopia

Known for hosting one of Downtown Kilgore's popular events, Kilgore Geekend, RC Comics, is one of the coolest spots in town, with comics, art, gifts, games, vintage records, and en-

tertainment merchandise. They are located at 207 E. Main St. Kilgore, Texas

Coffee and a Biscuit

Newly opened at 107 N Kilgore St, Kilgore, TX, this breakfast/lunch concept is a new place to wake up and drink the coffee and enjoy all your favorite breakfast items, but don't forget, they are open for lunch too. Be sure to check out their patio and maybe enjoy brunch under their black and white striped umbrellas

Josey Wales Antiques and More

This boutique that offers a collection of antiques and fun finds, recently opened at the space at 116 N. Rusk St. Mask up and attend their grand opening on July 18,

11am.

FUN IDEAS!

Day Trip to Cherokee Trace Wild Animal Park

Take a day trip from Kilgore and discover a safari wildlife park from the comfort of your own vehicle! Located just 45 minutes south of Kilgore, this drive-thru park features a variety of animals for a real time experience with the whole family. Find out more details and plan your trip today at www.cherokeetrace.com.

JOIN KILGORE PUBLIC LIBRARY FOR SOME FUN VIRTUAL EVENTS!

Take a break and enjoy a quick greeting from the friendly crew at the library. Don't forget the snacks and drinks and be sure to follow the Kilgore Public Library's Facebook page.

UPCOMING DATES:

- July 20 - 2pm Goldilocks VIRTUAL Story Premiere
- July 21 - 2pm Two Pigs and The Wolf VIRTUAL Story Premiere
- July 27 - 2pm Little Mermaid VIRTUAL Story Premiere

RACES AT THE LONE STAR SPEEDWAY

The races are open to having spectators in the stands. Be kind and wear a mask and be mindful of social distancing. For more info, in-

cluding schedule, visit www.lonestarspeedway.com.

WHAT'S HAPPENING IN JULY?

Check out what's going on over the next month.

July (Saturdays) | Iron Farm Farmer's Market (8am-12pm)

The Farmers Market at Iron Farm is free to the public and offers a fantastic variety of local vendors offering farm-fresh produce. And the market even includes homemade hot tortillas, jellies and jams, and a selection of arts and crafts vendors who offer locally-made goat milk soap, walking sticks, jewelry, candles, and more!

July 25 | FREE Kilgore Cruise Night (5pm-8pm)

Sponsored by the LONE STAR LUG NUTS Car Club and Kilgore Mercantile and Music, this FREE event takes place on the last Saturday in Historic Downtown Kilgore. There will be over 100 vintage cars on display.

We love to feature Kilgore photos on social media, in our newsletters, on our website and in our Visitors Guide! For a chance to be featured #VisitKilgore on social!

Submit your Events and Find More Events at www.VisitKilgore.com



4th of July Extravaganza Fireworks and the World's Richest Acre - Luis Guzman



4th of July Extravaganza Fireworks and the Crim Theater - Luis Guzman



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New Members!

Euphoria Botanicals Kilgore Quick Care

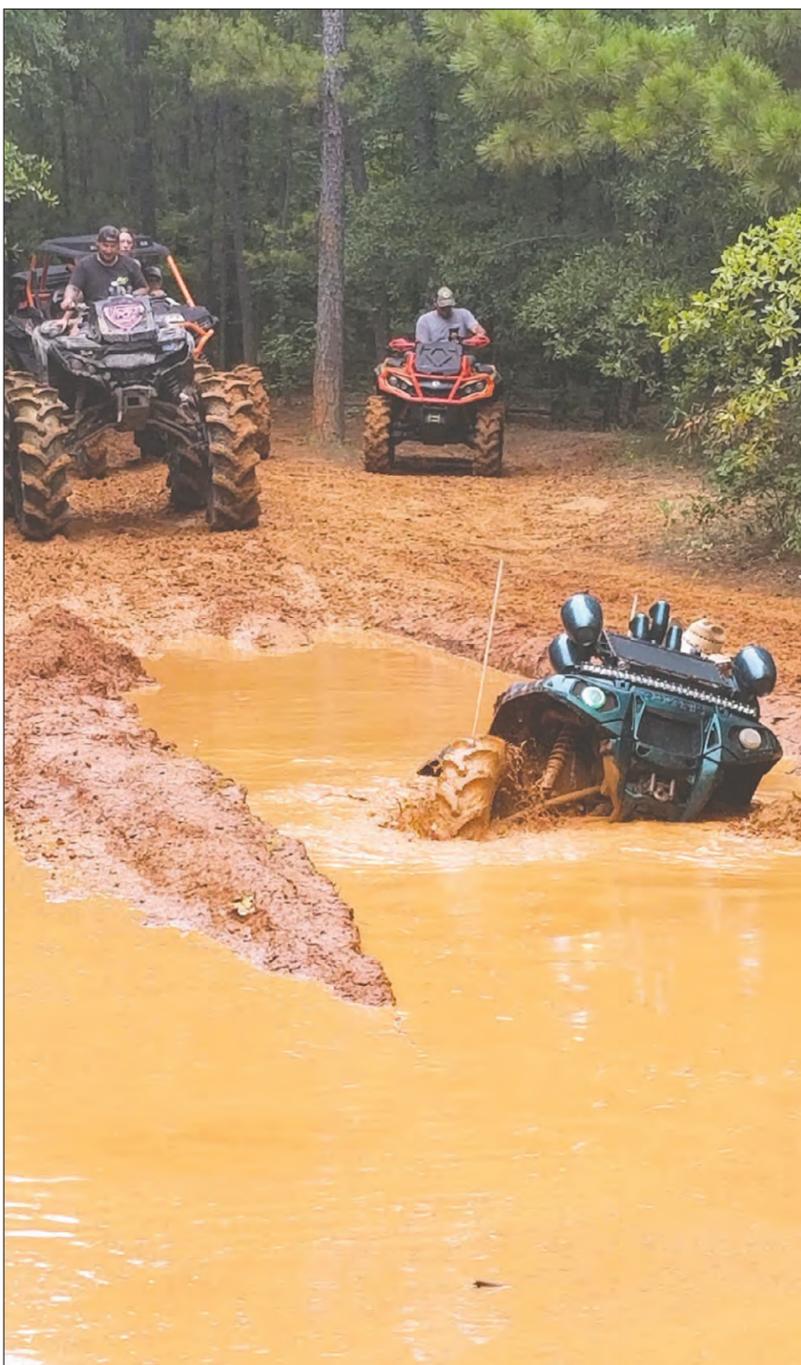
Find a Chamber Member in the Business Directory at www.KilgoreChamber.com.



Member Investor RENEWALS

Ana-Lab Corporation
Sue M. Brown
Cherokee Water Co
Chicken Express
City of Kilgore
Comfort Suites
De Rigueur
East Texas Lumber Company
Edgar's Big Taco #2
General Dynamics SATCOM Technologies
Jananna Foods, Inc.

Craig Jaynes
Kilgore News Herald
Kilgore Small Animal Hospital
Lexington Court LTD
Loco Meaux Brew Pub
Memi D's Drive Thru
Patterson Motors of Kilgore, Inc
Reel East Texas Film Festival
Tara Harris State Farm
Texas Defense Articulations



Pictures from the 2020 Stars and Scars Off Road at Rabbit Creek

"The purpose of the Kilgore Chamber of Commerce & Visitors Bureau is to cultivate a strong business and industrial environment in Kilgore, creating a vibrant place to live, learn, work and play."

KILGORE CHAMBER OF COMMERCE STAFF

Jill McCartney, President/CEO
Lisa Morgan, Member Services Manager
Ryan Polk, Tourism Manager

2019-20 CHAMBER OF COMMERCE BOARD OF DIRECTORS

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Dr. Brenda Kays, Kilgore College
Amanda Nobles, KEDC
Josh Selleck, City of Kilgore
David Cleveland, East Texas Council of Government

2020 Texas Tea
WOMEN IN BUSINESS
THURSDAY, AUGUST 27
NATIONAL GUARD ARMORY
1807 STONE RD • KILGORE
6 PM - 8:30 PM

SCHEDULE
Shopping & Reception | Dinner Program & Awards | Purse Raffle

WOMEN IN BUSINESS AWARDS
The Rising Star *The Shining Star*
Lifetime Star Achiever

Ladies, our theme this year is the Kentucky Derby - be sure to break out your spring colors and your matching spring heels or sandals. Most importantly, your brightest and biggest statement of the evening will of course be your hat!

Tickets	By August 14	From August 21
Reserved Corporate Table for 8	\$500	\$625
Reserved Corporate Table for 4	\$275	\$325
Individual Tickets	\$50	\$70

INFORMATION & TICKETS
Go to KilgoreChamber.com/Events | Call 903.984.5022 | Email: LMorgan@KilgoreChamber.com

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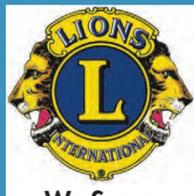


KILGORE CHAMBER OF COMMERCE & VISITORS BUREAU INVITES YOU TO ATTEND OCTOBER'S



Morning Brew

**Thursday, July 16, 2020
8:00 - 9:00am**



We Serve

402 N. HENDERSON BLVD., KILGORE, TX



UPCOMING EVENTS & MEETINGS

Community Events – July/August

July 18	Grand Opening of Josey Wales Antiques and More	11:00am	Josey Wales Antiques and More
July 20	Goldilocks VIRTUAL Story 1	2:00pm	Kilgore Public Library
July 21	Two Pigs and The Wolf VIRTUAL Story	2:00pm	Kilgore Public Library
July 25	Kilgore Cruise Night	5:00pm	Kilgore Mercantile & Music
July 25	Family Night at the Track	7:00pm	Lone Star Speedway
July 27	Little Mermaid Virtual Story	2:00pm	Kilgore Public Library

Go to KilgoreChamber.com or VisitKilgore.com for more event information.

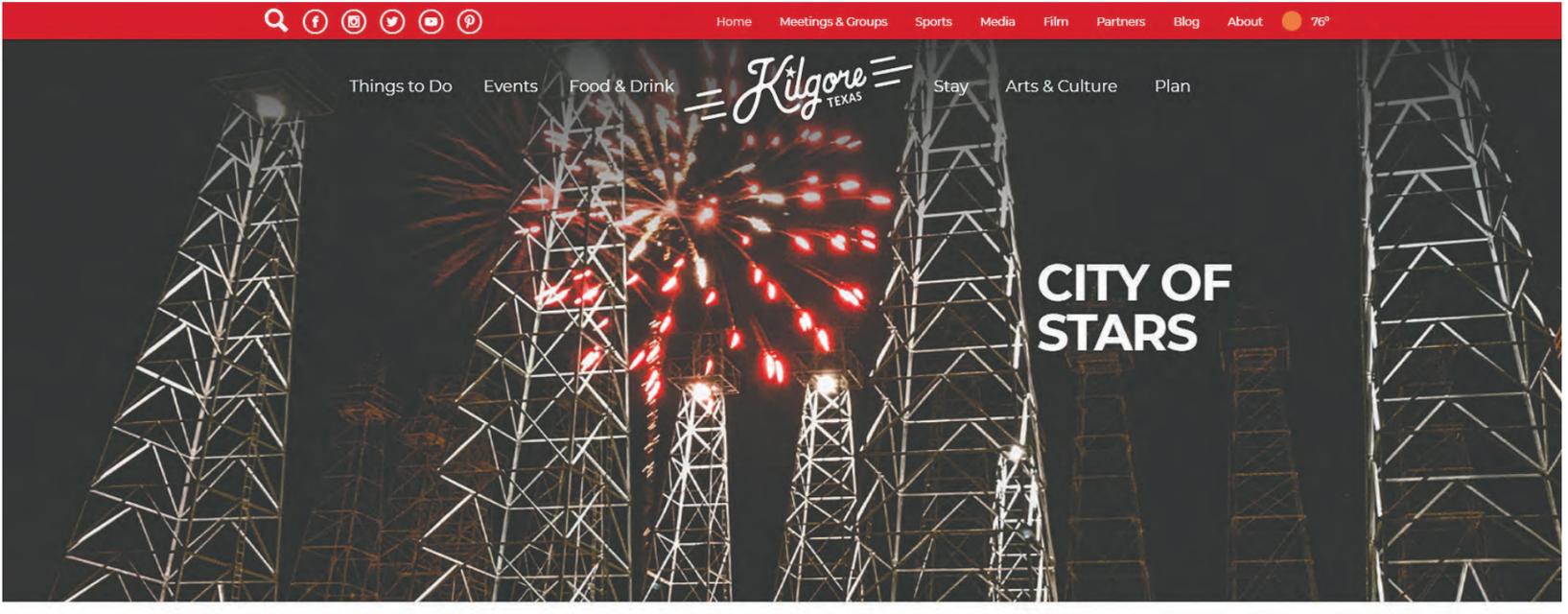
If you have a community event you wish to have listed on the Kilgore Calendar please send your information via email to info@kilgorechamber.com, drop it by the Chamber office at 1108 N. Kilgore Street, Kilgore, Texas. We will be happy to share your event information on the community calendar and via Facebook at [KilgoreChamber](https://www.facebook.com/KilgoreChamber) and [VisitKilgore](https://www.facebook.com/VisitKilgore).



Morning Brew



Morning Brew, one of the Chamber's business connection events, was sponsored and held at Kilgore Mercantile & Music. Thank you to Fred and Vivian for hosting an outstanding event! If your business is interested in hosting a Morning Brew, contact Lisa Morgan at the Kilgore Chamber 903-984-5022.



Home Meetings & Groups Sports Media Film Partners Blog About 76°

Things to Do Events Food & Drink **Kilgore TEXAS** Stay Arts & Culture Plan

CITY OF STARS

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