



Community & Economic Development
Annual Investment for Businesses

Your Chamber Team

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Your Chamber

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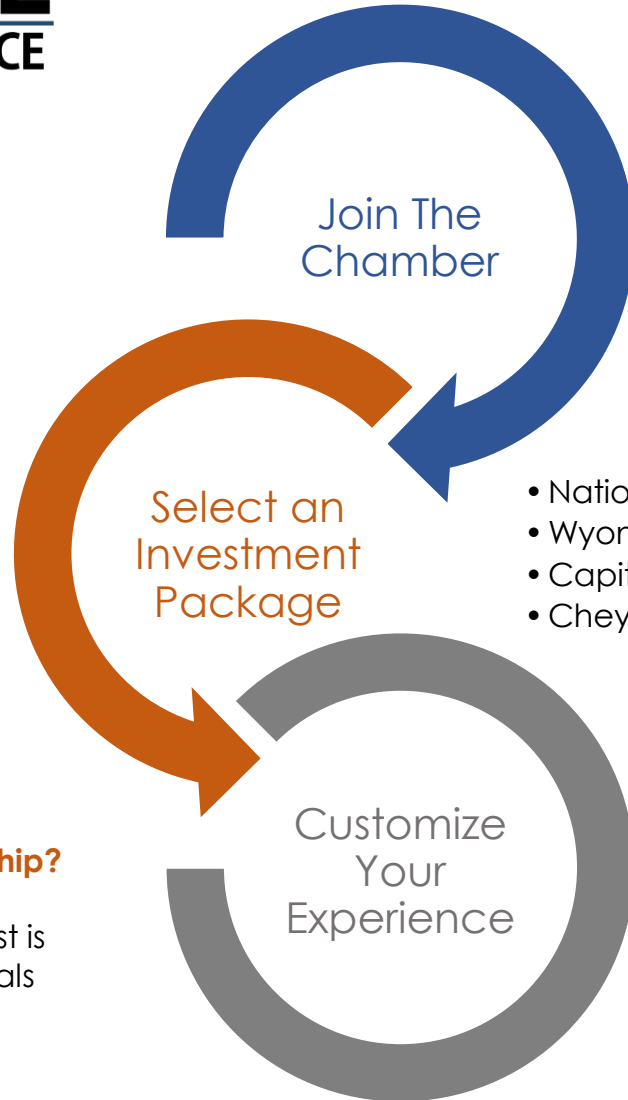


JOURNEY | SERVE PROMOTE & PROTECT



Ready to Strengthen Your Partnership?

Esther Gonzales, Business Development & Relations Specialist is eager to support your business goals and objectives through Chamber opportunities.



Join The
Chamber

Select an
Investment
Package

Customize
Your
Experience

Ready to Join?

Mary Jane Strickland, Director of Partner Investments is ready to work with you and start your Chamber journey.

- Select a Base Rate



- National Partner
- Wyoming Partner
- Capitol Partner
- Cheyenne Partner

Ready to Customize your Experience?

Select Initiatives & Individual Experiences that best serve you!



Protecting &
Educating Business



Celebrating
Business



Community
Builder



Additional
Exposure

All businesses are a part of the Greater Cheyenne Chamber of Commerce the moment they become a business. Those who invest in the Chamber as a Community Partner unlock a variety of benefits and access more resources. Membership is available to any business, organization or government entity that wishes to support the Chamber's mission and take advantage of the services provided by the organization.

	BASE PARTNER INVESTMENT			
	Local Leaders			
	Community Partner	Affiliate Partner	Individual Partner	Steward Business
	See Rate Chart	\$280	\$188	Complimentary
Online directory listing	♦	♦	♦	♦
Ability to Sponsor initiatives	♦	♦	♦	♦
Communications, programs and resources access	♦	♦	♦	♦
Advocacy and economic development support	♦	♦	♦	♦
Partner Account Benefits	♦	♦	♦	
Ability to enhance your online directory listing	♦	♦	♦	
Receive member rate at Chamber events	♦	♦	♦	
Access to Chamber Events	♦	♦	♦	
Invitation to be part of Chamber Committees	♦	♦	♦	
Access to mailing lists	♦			

DID YOU KNOW?

BECOME AN AFFILIATE PARTNER

Individuals can be added to an existing Business Partnership for \$280 annually. For example, a shopping plaza featuring tenants, a Real Estate agent can be added to their agency, etc.

DID YOU KNOW?

BECOME AN INDIVIDUAL PARTNER

Individuals can join independently as Chamber members for \$188 annually.

RATE CHART

1-5 Employees	\$400.00
6-10 Employees	\$455.00
11-15 Employees	\$535.00
16-20 Employees	\$615.00
21-25 Employees	\$665.00
26-30 Employees	\$720.00
31-40 Employees	\$800.00
41-50 Employees	\$870.00
51-70 Employees	\$1,065.00
70+ Employees	\$1,385.00

Advocacy Investment +\$40

2 part-time employees is considered a full-time employee.

ANNUAL INVESTMENTS

	Additional Partner Investment Packages			
	Economic & Development Leaders		Business Growth Leaders	
	National Partner	Wyoming Partner	Capitol Partner	Cheyenne Partner
	\$7,000 + Base Rate	\$2,250 + Base Rate	\$1,500 + Base Rate	\$500 + Base Rate
Online directory listing	♦	♦	♦	♦
Ability to Sponsor initiatives	♦	♦	♦	♦
Communications, programs and resources access	♦	♦	♦	♦
Advocacy and economic development support	♦	♦	♦	♦
Partner Account Benefits	♦	♦	♦	♦
Ability to enhance your online directory listing	♦	♦	♦	♦
Receive member rate at Chamber events	♦	♦	♦	♦
Access to Chamber Events	♦	♦	♦	♦
Invitation to be part of Chamber Committees	♦	♦	♦	♦
Access to mailing lists	♦	♦	♦	♦
ShortGo Boosts <i>*Community News Platform \$250 per Boost</i>	\$1,000	\$750	\$500	\$250
Select Initiatives	A minimum of TWO Initiatives	A maximum of TWO Initiatives	A maximum of ONE Initiative	A maximum of ONE Initiative
Luncheon recognition <i>*This does not apply to May, July, November, & December Luncheons</i>	Independent Logo Recognition	Receive Medium Logo Recognition	Small Logo Recognition	Receive Name Recognition
Season pass for one company representative	\$300	\$300	\$300	\$300
Bronze Sponsorship at your Choice of Luncheon	\$300	\$300	\$300	
Wyoming Business Advocates	\$5,000	\$1,000		
Annual Banquet	\$1,000			

Initiatives



Protecting & Educating Business

- The Greater Cheyenne Chamber of Commerce is the primary organization connecting the federal, state and local government to the business community for optimal economic advancement.
 - **Move Cheyenne-** A forward thinking concerted effort focused on advancing economic growth regionally with optimal transportation solutions.
 - **Cheyenne Rising-** 2-year action plan aligning resources with effective outcomes for prosperous business and community growth.
 - **IRS-** Innovation creates results and drives success (IRS). This is the cornerstone to entrepreneurial guidance and support. Receive access to information and resources to drive growth and achieve business goals.



Celebrating Business

- Recognizing outstanding achievements sets the standard for quality business practices and community leadership. Developing and identifying strong civic trusteeship strengthens our local workforce and whole community.
 - **I2-** Innovating and igniting our local workforce is a primary goal. The Chamber bridges the gap between education and private industry to generate the strongest outcomes for workforce.



Community Builder

- The Chamber represent a growing region and the state capitol of Wyoming. Our business community is comprised of a variety of professionals, military and governmental entities. The Chamber is where we unite to craft results for community improvement and advancement.
 - **Adventure Cheyenne-** Bringing adventure beyond our borders and into the heart of our community.
 - **Access to Experts-** The Chamber is responsible for creating an environment for business professionals and community members to access expert training and leadership opportunities.
 - **Military-** Championing efforts to unite our local military with businesses and educating the public on our armed forces is a cherished mission.

Committees

The Greater Cheyenne Chamber of Commerce is comprised of 4 types of committees; Political Action, Economic Development, Partner Development or Community Action. All assist in executing the Chamber's Mission.

Action & Advocacy

Identifies key issues regarding the business community, by formulating plans to educate Chamber Partners on issues of political importance. With powerful influence and knowledge to advocate pro-business rules, regulations and policies, Action & Advocacy addresses matters on all levels of governmental activity. No charge and meets monthly. Contact Mikayla Zimmerman for more.

Bizlink

Each group consists of industry exclusive Partners who work together to provide sales leads to each other and serve as a small business support group for business owners. Each group meets twice a month at designated times and locations. Annual dues are \$65. Contact Justin Gorman for more.

Chamber Business Council

Responsible for professional development offerings, networking and sales opportunities for Partners. They also coordinate and plan Business Week and the Annual Banquet Awards. This committee also conducts throughout the year the Chamber Business Accreditation Program. This program is offered to help grow and improve area businesses through setting a standard for greatness. Meets monthly. Contact Mikayla Zimmerman for more.

Cheyenne Women's Leadership

This inductee group consists of a diverse group of entrepreneurs and leaders dedicated to furthering professional growth. It fosters women in leadership roles through training and networking. Past Inductees are the selection committee for the annual Women's Leadership Award. Contact Mikayla Zimmerman for more.

Leadership Cheyenne

The purpose of Leadership Cheyenne is to educate participants about the community and help them develop a desire and commitment for life-long civic trusteeship. This year long program is tuition based. The most recent graduates of the program organizes a fundraising event for a beautification project for the community.

Tuition is \$650 for the program.
Contact Justin Gorman for more.

Military Affairs Committee

Maintains a harmonious and productive relationship between the community and all military units in the area, through education and troop support. MAC coordinates Military May festivities for our Armed Forces including a Proclamation, Cheyenne Trophy Awards and Armed Forces Day Celebration, among other important programs throughout the year. Annual Dues are \$200 and meets monthly. Contact Justin Gorman for more.

North Star

The North Star Committee is comprised of local business professionals, leaders and policy makers to guide solutions for workforce and talent pipeline needs.

Contact Mikayla Zimmerman for more.

Red Carpet

Ambassadors of the Cheyenne community and our Partners. They hold ribbon cuttings and weekly receptions at local businesses to recognize additional investments in Cheyenne. Annual dues are \$75. Meets monthly on the third Tuesday. Location varies.

Contact Mary Jane Strickland for more.

Wyoming Business & Industry Federation

Empowering businesses around the State of Wyoming, the Federation focuses on primary initiatives and interests for the collective whole. Organizations representing business interests, like other Chambers around Wyoming, have a voice and role to ensure action is taken in a timely and effective fashion.

Contact Mikayla Zimmerman for more.



Wyoming Business Advocates

Your Voice In Washington

Pizza & Politics

The political environment plays a critical role in businesses ability to prosper. Directly connect with existing elected officials and candidates with our Pizza & Politics program. Bring relevant issues to the forefront to have them prioritized and addressed.

	Trustee	National	Regional	Wyoming
Logo Recognition	♦	♦	♦	♦
Access to Federal Lobbyist	♦	♦	♦	♦
Invitation to the Christmas Parade V.I.P. Viewing Party	♦	♦	♦	♦
Invitation to Dignitary Meet & Greet	6 Guests	4 Guests	2 Guests	2 Guests
D.C. Fly-In Complimentary Trip	2 Guests	1 Guest		
Invitation to be Meet & Greet Host	♦	♦		
	Min. \$10,000	Min. \$5,000	Min. \$2,500	Up to \$1,000

	Gold	Silver
Recognition Duration	<i>Annual</i>	<i>Quarterly</i>
Logo Recognition	♦	♦
Complimentary Admission	5 Guests	2 Guests
	\$1,000	\$300

Monthly Luncheons

Greater Cheyenne Chamber of Commerce Luncheons are an educational platform to create a more informed and educated business public. Programs address important business priorities and topics.

	Presenting	Gold	Silver	Bronze
	1 Available	3 Available	9 Available	Unlimited
Recognition from Podium	♦	♦	♦	♦
Reserved Seating for up to 8 guests	♦	♦	♦	♦
Recognition in Program	Logo	Logo	Logo	Name
Event Branding Recognition	♦	♦		
Recognition in Advance Publicity	♦			
	\$900	\$700	\$500	\$300

Season Pass \$300

Seasonal Luncheon Pass allows you to purchase an all access pass to monthly Chamber luncheons for one calendar year for one Chamber Representative. July's Luncheon is excluded.

*This does not apply to May, July, November & December Luncheons.

Business After Hours

Showcase your business by being the exclusive host of Business After Hours. Hosts open their business doors and welcome the business public in for a 2 hour social event from 5-7 p.m on the 1st or 3rd Thursday of the Month.

Attendees enjoy hors d'oeuvres, beverages, sometimes door prizes, and an informal setting to meet, mingle and make contacts! The host business is responsible for providing the venue, the food and beverages, as well as any door prizes and activities.

	Host
	<i>2 Available per month</i>
Extensive Advance Promotion	◆
Logo Recognition	◆
Opportunity to Address Attendees	◆
	\$900

Special Event

On occasion something special comes up worth showcasing your business; rebranding, anniversary, remodel, management change, merger, etc. Similar to a Business After Hours, but must be approved by Chamber Staff.

Event can have a different time-frame than a traditional Business After Hours.

	Host
	<i>2 Available per month</i>
Extensive Advance Promotion	◆
Logo Recognition	◆
Opportunity to Address Attendees	◆
	\$950

Business After Hours & Special Events

The Chamber will:

- Host 1 to 2 events per month, on the first or third Thursday, throughout the year. *Special events may fall on another day of the week based on availability.* The event is scheduled from 5 - 7 p.m. depending on availability
- Send out a separate email the day of the event to Chamber Partners.
- Provide an advertisement to be included in Chamber communications. Deadline for artwork will be provided to the host by the Chamber Staff. Upon approval no further artwork adjustments will be made. • Send invitations to media outlets for promotion.
- Staff will attend, take photos and promote updates via online communications
- All attempts will be made for the Chairman of the Board or another designated Chamber officer to attend the event
- Chamber communication channels will feature.
 - Provide ads at the luncheon prior to the Business After Hours
 - List the graphic on media outlets and through Greater Cheyenne Chamber of Commerce

The Host will:

- Open their business up to guests at no charge
- Be responsible for ordering food and beverage.
- A non-alcoholic option needs to be provided in addition to any alcohol being served
- Chamber can provide you a list of potential caterers.
- Arrange for a co-sponsor restaurant, beverage vendor or liquor store if desired.
- All co-sponsors may be noted in all publicity
- Notify the Chamber of co-sponsors to be featured
- Obtain the necessary required permits
- Provide proof of liquor liability insurance to cover the event with the Chamber noted as an additional insured
- Provide information and visual to the Chamber
- Organize give-a-ways, drawings and/or prizes and notify the Chamber to further promote the opportunity
- Pay the Chamber a Business After Hours/Special Event contract and fee as contracted

The event will be advertised as a Chamber Business After Hours/Special Event sponsored by the partner business.

Annual Banquet

Each year we identify businesses for their outstanding achievements and celebrate business professionals who contribute exceptional leadership. This event acknowledges excellence and provides the unique opportunity to unite as a business community to celebrate our accomplishments as a collective whole.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>5 Available</i>	<i>9 Available</i>	<i>Unlimited</i>
Reserved Seating for up to 10 guests	◆	◆	◆	◆
Recognition	Logo	Logo	Logo	Naming
Podium Recognition	◆	◆	◆	
Premium Table Placement	◆	◆		
Event Branding Recognition	◆			
	\$5,000	\$3,000	\$2,000	\$1,000

Military May

Military May is a series of events saluting each branch of our military and celebrating the heritage of Cheyenne through honoring our military. It begins with a special recognition of outstanding Military Squadrons with the Cheyenne Trophies, a tribute and proclamation by the Governor of Wyoming, an exhilarating Military Affairs Excursion and the community wide Celebration & Military Appreciation Event which is open to the public and fun for the whole family.

	Victory	Valor	Freedom	Justice	Military Troop
	<i>1 Available</i>	<i>5 Available</i>	<i>9 Available</i>	<i>Unlimited</i>	<i>Unlimited</i>
Recognition	Logo	Logo	Logo	Naming	Naming
Podium Recognition	♦	♦	♦	♦	♦
Admission for up to 8 to the Chamber Luncheon	♦	♦	♦	♦	
Admission for up to 8 to the Cheyenne Trophy Awards Luncheon & MAC BBQ	♦	♦	♦		
Recognition on all tables	♦	♦			
Event Branding Recognition	♦				
	\$3,000	\$2,000	\$1,000	\$500	\$250

Pardners N' Prosperity

The Pardners N' Prosperity Luncheon is held the Friday prior to the Cheyenne Frontier Days festivities. The July luncheon is the kickoff to the “Daddy of ‘em All” and celebrates our western heritage and the volunteer spirit in Cheyenne.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>5 Available</i>	<i>9 Available</i>	<i>Unlimited</i>
Reserved Seating for up to 8 guests	♦	♦	♦	♦
Recognition	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>
Podium Recognition	♦	♦	♦	
Premium Table Placement	♦	♦		
Event Branding Recognition	♦			
	\$3,500	\$2,500	\$1,500	\$800

Governor's Reception

The Wyoming Business Advocates annually host Governor's Receptions to celebrate 4-Star Generals visiting the greater Cheyenne area during Cheyenne Frontier Days. This invitation only event hosts Wyoming Elected Officials, Military Dignitaries and business community leaders.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>3 Available</i>	<i>9 Available</i>	<i>Unlimited</i>
Recognition from Podium	◆	◆	◆	◆
Special invitation for admission	◆	◆	◆	◆
Recognition in Program	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>
Event Branding Recognition	◆	◆		
Recognition in Advance Publicity	◆			
	\$5,000	\$2,000	\$1,000	\$500

Thunderbird Mixer

The Thunderbirds have the privilege and responsibility to perform for people all around the world, displaying the pride, precision and professionalism of American Airmen. In every hour-long demonstration, the team combines years of training and experience with an attitude of excellence to showcase what the Air Force is all about.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>3 Available</i>	<i>9 Available</i>	<i>Unlimited</i>
Recognition from Podium	◆	◆	◆	◆
Admission for up to 7 guests	◆	◆	◆	◆
Recognition in Program	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>
Event Branding Recognition	◆	◆		
Recognition in Advance Publicity	◆			
	\$2,000	\$1,000	\$500	\$300

Inaugural Trap Shooting Tournament

Get ready to Burn Powder and Pelt Clay with the Greater Cheyenne Chamber of Commerce while recognizing our military community. This inaugural event is an opportunity to raise funds for the Military Affairs Committee who focuses on military and troop support. It features a Trap Shooting Tournament, steak dinner and trophy celebration afterward. The Attendees include statewide dignitaries, the business community and area military.

	Presenting	Gold	Silver	Trap Squad*	Gallery Viewing**
	<i>1 Available</i>	<i>10 Available</i>	<i>15 Available</i>	<i>Up to 48 Available</i>	<i>Unlimited</i>
Recognition	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>	-
Tournament Recognition & Dinner	♦	♦	♦	♦	♦
Shooting Squad (5 people)	♦	♦	♦	♦	
V.I.P. Treatment	♦	♦	♦		
Trap House Recognition	♦	♦			
Event Branding Recognition	♦				
	\$3,000	\$2,000	\$1,000	\$375	\$50

* Trap squad includes up to 5 shooters. If you need help filling your team, we can assist.

** Gallery Viewing is for the non-shooter who wants to watch the action without the pressure of pulling the trigger. All Gallery Viewing attendees are invited to take part in the steak dinner and trophies after the event.

Military Tailgate

MAC will host the 6th Annual Tailgate BBQ at the UW Military Appreciation game. Contributors to this event will have the opportunity to mingle with our troops and their families. This provides a special way to honor our military families who otherwise would not have the opportunity to attend. We unite at a fun collegiate football game, enjoy extraordinary food and a great time out with amazing folks.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>3 Available</i>	<i>5 Available</i>	<i>Unlimited</i>
Recognition	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>
Provide Military Complimentary Tickets	♦	♦	♦	♦
V.I.P. Tickets to Tailgate & Game	<i>8 Tickets</i>	<i>6 Tickets</i>	<i>4 Tickets</i>	<i>2 Tickets</i>
Program Recognition	♦	♦		
Event Branding Recognition	♦			
	\$1,500	\$800	\$500	\$250

Boo-tification Ball – Leadership Cheyenne

The Boo-tification, "Boo" Ball, is an adults only costume party with dinner, a silent auction, and costume contest, including music and dancing to end the evening. Boo Ball is hosted by the most recently graduated Leadership Cheyenne class. This is an annual fundraising event with the proceeds benefiting a beautification project chosen by the class.

	Presenting	Golden Ghost	Silver Spider	Bronze Bat	Vicious Vampire
	<i>1 Available</i>	<i>5 Available</i>	<i>9 Available</i>	<i>Unlimited</i>	<i>Unlimited</i>
Recognition	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>	<i>Name</i>
Admission for up to 8 Guests	♦	♦	♦	♦	
Podium Recognition	♦	♦	♦		
V.I.P. Treatment	♦	♦			
Event Branding Recognition	♦				
	\$3,500	\$2,500	\$1,500	\$800	\$250

Business Week

Business Week is a jam-packed eventful week celebrating business in the Cheyenne area. The festivities include a Circle of Champions luncheon where a Cheyenne Legacy is inducted into the prestigious group of influential community leaders. The week is opened with an exhilarating business expo featuring area businesses. A chance to attend the Economic Forecast Luncheon in partnership with the Wyoming Business Report as well as an educational Lunch & Learn. All events are focused on advancing business in the Cheyenne area and equipping businesses with the tools necessary to stay strong and prosper.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>5 Available</i>	<i>Unlimited</i>	<i>Unlimited</i>
6x10 Booth	◆	◆	◆	◆
Logo Recognition	Logo	Logo	Logo	Name
Circle of Champions Admission up to 8 guests	◆	◆	◆	
Admission for up to 8 Guests to Economic Forecast Luncheon	◆	◆		
Admission for up to 2 Guests to the Lunch & Learn	◆			
	\$3,500	\$2,000	\$1,000	\$500

Booths

6x10 - \$350

6x8 - \$300

Passport

\$50

Purchase the opportunity to be listed as a destination on the Expo Passport for \$50. Participating attendees will be required to stop at your booth to qualify to be entered into the final grand door prize.

Women's Leadership

Women's Leadership is a committee of the Chamber of Commerce that seeks to assist women in Laramie County in achieving their full potential as leaders. The Women's Leadership Award winner is announced at the December Chamber luncheon.

	Presenting	Gold	Silver	Bronze
	<i>1 Available</i>	<i>3 Available</i>	<i>9 Available</i>	<i>Unlimited</i>
Recognition from Podium	♦	♦	♦	♦
Reserved Seating for up to 8 guests	♦	♦	♦	♦
Recognition in Program	<i>Logo</i>	<i>Logo</i>	<i>Logo</i>	<i>Name</i>
Event Branding Recognition	♦	♦		
Recognition in Advance Publicity	♦			
	\$2,000	\$1,500	\$500	\$300

Christmas Parade

The award-winning tradition continues with the 29th Annual Cheyenne Christmas Parade with a community selected theme. The Downtown Cheyenne-themed parade of lights will be a fun sight to kick-off the holidays. We will feature a Christmas Tree lighting ceremony with the Mayor of Cheyenne and a special VIP parade viewing party for sponsors.

	Presenting	Golden Rings	Silver Bells	Bronze Ornaments	North Pole	Red Nosed Reindeer	Evergreen Wreath	Candy Cane
	1 Available	5 Available	10 Available	15 Available	Unlimited	Unlimited	Unlimited	Unlimited
Recognition	Logo	Logo	Logo	Logo	Logo	Name	Name	Name
V.I.P. Viewing Party	♦	♦	♦	♦	♦	♦	♦	♦
Complimentary Parade Float Entry	♦	♦	♦	♦	♦	♦	♦	
Announced Recognition	♦	♦	♦	♦	♦	♦		
Printed Materials	♦	♦	♦					
Event Branding Recognition	♦							
	\$10,000	\$7,500	\$5,000	\$3,000	\$2,000	\$1,000	\$500	\$250

Business Accreditation

The Greater Cheyenne Chamber of Commerce works hard to provide businesses the tools and resources to operate at their best. The **Business Accreditation Program** allows business professionals to select an area of focus to **RISE (Review, Ignite, Strengthen, & Expand)** up to reach their highest potential.

- Receive a proficiency ranking of up to 5 stars



	1 – 2 Stars	3 – 5 Stars
Member Application Fee	\$250	\$250
Non-member Application Fee	\$750	\$750
Business Receives Recommendations	♦	♦
Elevate Wyoming Leadership or Board Training	\$2,000 Value	\$2,000 Value
Proficiency Ranking	♦	♦
Usage of Accreditation Logo	♦	♦
Interview for In-depth Review		♦
Public Recognition		♦

Business Accreditation

	Advocacy	Civic Trusteeship	Cyber Security	Sustainability	Workforce Culture
BENEFITS	<ul style="list-style-type: none"> Self-auditing will educate businesses on successes and shortcomings Businesses who invest in advocacy will see a higher return on their investment through economic development The business community will find value in understanding the policy making process and develop abilities to advocate on behalf of their industry and community A business community who invests in advocacy will increase relevancy Nationwide 	<ul style="list-style-type: none"> Self-auditing will educate the business on successes and shortcomings Business will actively identify social issues which are most relevant to their business and most pressing to the community Giving back to the community creates sustaining relationships and partnerships Inspires and encourages employee involvement and can lead to easier talent recruitment and workforce retention Investments in the community will positively impact the bottom-line of a business with in-kind gifts 	<ul style="list-style-type: none"> Prepares for blockchain technology. Companies that learn about blockchain and grow into it will have a head start if they meet best practices in cybersecurity. Builds in leadership through community involvement by creating Peer Cybersecurity Mentors. Manages cyber risks increases the business's sustainability. Empowers business owners and employees and increases their level of technical literacy 	<ul style="list-style-type: none"> Encourages businesses to think creatively about resources and how to best operate considering upcoming/existing risks Businesses can obtain tax incentives, participate in program reimbursements and save when operating under a sustainable business model Businesses are held at a higher regard among consumers and sustainability models can enhance brand equity Provides direct returns on investments with proven customer loyalty and employee retention 	<ul style="list-style-type: none"> Self-auditing will educate the business on areas of improvement Culture addresses: <ul style="list-style-type: none"> Job design Organization design Practices and policies Mission and values Leadership behavior Management style Well-defined cultures provide guidance to the workforce community and can help both, recruit and retain a talented workforce for optimal economic development