

# 2022-2023 Street Map & Resource Guide

Dear Chamber Member:

The Greater Elkhart Chamber of Commerce is pleased to once again be working with the cartographic and marketing firm of Target Marketing to publish a new, up-to-date, full-color *Elkhart Area Street Map and Resource Guide*. This publication will be the only official map endorsed and distributed by the Greater Elkhart Chamber, distributed to locals, tourists, newcomers, and arriving professionals via the Chamber Information Center, Relocation Packages, and Tourism Promotions.

Accurate, user-friendly maps are a popular item for our newcomers, potential commercial relocation candidates, and even our lifelong residents. Target Marketing will also be offering members an opportunity to be included on the popular mobile GPS app, Waze. This app has 110 million users and we are excited about giving you this option.

Here are a few more reasons to include your advertisement on the new map. According to US Census Data:

- Over 11% of the U.S. population relocates annually.
- In the first six months of moving to a new home, the average home owner spends over \$12,000.
- New movers are 5 times more likely to become your long-term customers - if you reach them first.

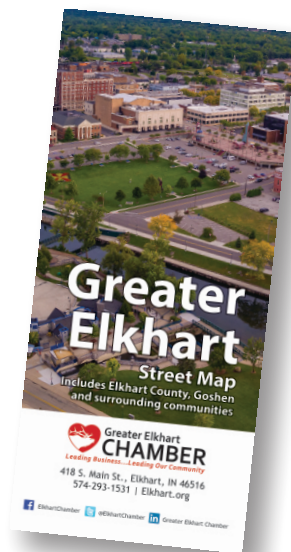
The Business and Professional Showcase Directory of Members section offers the opportunity to promote your business. This section will classify participating businesses by category, including a brief description of their products and/or services. Advertising space on the back cover and a limited number of interior display panel ads are also available. Participating advertisers will receive a complimentary supply of the folded maps and will be included on the web counterpart which will be prominently linked from the Chamber's website.

***Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners.*** Last time, many business categories sold out in the first three weeks. Space is limited, and ad sponsorships are reasonable, especially considering more than **10,000** maps will be printed and available for the next 18-24 months.

Sincerely,

*Levon Johnson*

Levon Johnson  
President and CEO



**YES! I am interested in advertising  
in the Greater Elkhart Chamber  
Street Map & Resource Guide!**

**Fill out the form below and email  
to [jhensley@chambermaps.com](mailto:jhensley@chambermaps.com)**

Business Name \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

**John Hensley may be reached at (859) 912-4994**