



What has your Chamber been up to?

Coming Soon! The 2016 Sierra County Visitor's Guide:

The Chamber puts together and publishes the Sierra County Visitor's Guide, with help from Lodgers Tax and ads purchased by our local businesses. We need and appreciate your support! We do our best to update the business listings in the guide as businesses come and go in Sierra County. The 2016 guide will go to print in February. We print 25,000 copies of the guide each year. We distribute them to popular local locations, such as the state parks, hotels and RV parks, restaurants, and shops. In 2015 we contracted with a company, Certified Folder, to distribute the guide to hotels, RV parks and other locations in Albuquerque, Santa Fe, Rio Rancho and more. Certified Folder got thousands of our guides out into circulation within a few months time. During the year, we get phone calls, e-mails and letters from out of towners asking about our area. We send them a Visitor's Guide, and address any specific questions they have. In 2015, we mailed guides to people in 13 different states besides New Mexico. We also hand out the guide to visitors to our office. In 2015, we had visitors to the office from 11 states besides New Mexico (and not all the same states that we mailed guides to), and 3 foreign countries. We love sharing what Sierra County has to offer!

Annual Banquet March 12, 2016:

This year our annual banquet will be held Saturday, March 12 at the Moose Lodge. The menu will be beef brisket, potato, vegetable, salad and desert. There will be live music, a cash bar, silent auctions and live auctions. This is our biggest fundraiser of the year. Please support your Chamber, and buy a ticket for \$25/person or \$35/couple or a table that seats 8 for \$115. Chamber board members will be out selling tickets and seeking auction donations.

Follow us on Facebook and Twitter:

The Chamber maintains Facebook and Twitter pages to reach a wider audience through the wonders of social media. Our Facebook page is <https://www.facebook.com/torcchamber/?fref=ts>

Our Twitter name, or handle, is @torcchamber. We appreciate followers!

T or C Centennial Celebration:

The Chamber supports the Centennial Celebration! A number of our members, board members, and volunteers went to the first event of the centennial year – the cowboy breakfast at Geronimo Springs Museum. We have Centennial posters and post cards in the office, and will update the posters with upcoming events during the year. Our 2016 Visitor's Guide will include a list of Centennial events, and we will use our Facebook and Twitter pages to promote Centennial activities.