

MAKING THE MOST OUT OF YOUR CHAMBER MEMBERSHIP



Scotts Valley is in an economic renaissance! Entrepreneurs are starting small businesses, new high-tech start-ups are emerging and large companies are moving their HQ offices here. They are choosing Scotts Valley over Silicon Valley for our community, schools, and lifestyle. Our business climate is expanding, wherein the very image of our community vivacity is forming before our very eyes. We, the business community can have a major impact on the form that our city takes. It is important that we keep informed and maintain a voice as the very fabric of our growing economy takes form. As a Chamber of Commerce we are committed to representing our business members' interest in this growth and in improving our community for future generations.

The Scotts Valley Chamber of Commerce offers many ways for our members to get the most out of your membership dollars. There is so much more that we can do for you! Our mission is to promote business vitality and economic development here in Scotts Valley. As a Chamber of Commerce Member, you directly influence this community, and the more active you are, the more positive an impact your business will make in the community.

Here are the top ten ways that you can get the most out of your membership:

1. **Attend Chamber Business Networking Mixers.** We host mixers every fourth Thursday from 5:30-7pm, at a different business every month. Introduce yourself at these Chamber events to at least six people you have never met before. Networking is the key to expanding your business connections and clientele. We also hold a raffle at all of our mixers, wherein you are welcome to bring a donated item from your business. By donating a raffle item, your business will be showcased at the mixer.
2. **Member to Member Discounts.** Do you have a product/service that would benefit another business owner? We have a growing list of members who offer discounts to fellow Chamber members, from marketing/advertising to computer support services and more!
3. **Volunteer your time on a Chamber Committee.** You may have interest in the Education Committee, Marketing Committee, Government Committee, Community Awards Dinner, Art & Wine Festival, or Christmas Tree Lighting Festival Committees. These committees allow time for you to have influence over some major community events, and to connect with others while introducing your affiliation with the Chamber and your specific business.
4. **Participate or become a Sponsor for a Chamber event.** Your business logo will be featured on advertising and marketing.
5. **Reach out to fellow Chamber Members.** Tell them about your events, sales, promotions for your services and products, we provide our members with email lists and mailing lists of members and contacts. With our database and connections, you will have expanded your clientele and therefore grow your business!
6. **Promote and showcase your business by hosting a Networking Mixer or Happy Hour.** When you are ready host a Chamber event at your business location, give us a call. We can provide the advertising and marketing for you to generate a crowd!
7. **Advertise for FREE with us!** We offer well beyond your membership dues in terms of advertising for all of our members annually. Just keep us in mind for your next advertising opportunity. We want YOU to list your event on our community calendar, all you need to do is go to our website www.scottsvallychamber.com/calendar You can also advertise with us at a discounted price, in our printed monthly newsletter, featured in Scotts Valley Times online and print edition. Contact Times Publishing Group and tell them you are a member. NEW! We are advertising on social media for our members! Like our page on Facebook and follow us on Twitter [@scottsvally1](https://twitter.com/scottsvally1). We want you on our newsfeed and we want to be in yours! Let us help you get the word out about your business, promotions and event and stay current on what is happening in business and our community with our posts.
8. **Make it personal, visit new members and drop off your business card, it is important to know your neighbors.** We need your business cards and marketing materials too, so don't forget to drop in and see us at the Chamber office, so that we can keep your materials up-to-date for business referrals, relocation packages, visitor information, and more! Our doors are open so your marketing materials gain exposure to anyone attending an event or Parks and Recreation class at the Community Center next door.
9. **Maximize your presence on our website!** Please keep your company name, address and other information updated with us so that we can keep our online directory current. We also include SEO tags for all of our business members, so that it is easy for your customers to find you via google analytics. Do we have your logo and correct website information? If not, please email us today!
10. **Form an alliance with a Chamber member business that complements your own.** For a complete list of Chamber members, becoming an ambassador, or to connect with our Board of Directors please visit our website at www.scottsvallychamber.com.

The Chamber of Commerce is always working for you! We host Ribbon Cuttings, Groundbreakings, and Open Houses with business owners. The Chamber offers Small Business Counseling through our partners such as SCORE and SBDC, wherein you have access to free and confidential counseling, from highly experienced business executives.

**TOGETHER WE ARE ACCELERATING ECONOMIC GROWTH IN SCOTTS VALLEY!
WHAT WILL YOUR IMPACT BE?**