



## WHERE MEMBERSHIP MEANS BUSINESS

You choose to do business in Mill Valley for good reasons: demographics, location, access to business services and many more. When you partner with the Mill Valley Chamber of Commerce, you gain a dedicated ally for your success. Here are highlights of your benefits as a Chamber member.

### MARKETING & PROMOTION

Our most comprehensive benefit manifests itself in a variety of ways:

- **Editorial expertise.** Our year-old Enjoy Mill Valley website is dedicated to sharing local biz news and cool things happening in the 94941 with residents of Mill Valley and beyond. It highlights all of the major events in town, and has an events calendar that spotlights all of the great arts & entertainment in town. Our blog is already getting fantastic traffic – and members who have been profiled on it have seen a marked uptick in business as a result. If a member business is doing something that deserves the spotlight, we'll create a unique editorial piece that is not contrived but substantive. That editorial expertise lays the foundation for us to distribute quality content through our Friday Flash newsletter and various social media channels.
- **Business directory** EnjoyMillValley.com provides three tiers of directory listings, including a premium, top of the page level available to members only; a free listing for members, with a photo of each member business' storefront & contact info; and a text only, "for your convenience" list of non-member businesses.
- **Map of Local Businesses.** Our downtown Visitor Center receives up to 15-20 visitors a day, most looking for local maps, a good restaurant or a retail shop with a specific focus. The Chamber has its own full-color, pocket-sized, foldout Community Map to hand out to visitors. **Only Chamber members are featured on this map.**
- **Advertising.** The Chamber offers advertising opportunities for its members on its fast-growing Enjoy Mill Valley website. It's also negotiated discounted advertising rates for its members, including issues of Marin magazine and the 2015 Southern Marin Community Mapbook. More opportunities are on the way in 2015.
- **Muir Woods Shuttle flyer.** In 2014, we created a two-sided postcard flyer highlighting all of our food-serving Chamber members and distributed thousands of them to people riding the Muir Woods Shuttle. We're creating a second edition in 2015. **Only Chambers are featured on the flyer.**
- **Visibility at Major Events.** Our member businesses have the opportunity to sponsor some of Mill Valley's biggest events, including Mill Valley's signature event, the 2015 Wine, Beer & Gourmet Food Tasting on May 31. On Dec. 6, we're also hosting our annual Winterfest holiday celebration, which was a massive success in 2014 with kids sledding on 80 tons of snow for more than 7 hours, along with Santa, live music and great food.

### ADVOCACY

When a major project like the PG&E Downtown Pipeline Replacement or the Miller Avenue Streetscape Plan looks to heavily impact businesses for an extended period of time, the Chamber will do whatever it can to help to mitigate the impact and help members communicate with the relevant agency. As the Miller Ave. project begins construction in Fall 2015, we'll keep our members abreast of its schedule and lobby City Hall with merchants' concerns.

### NETWORKING

While the Chamber often connects its members on an individual basis when mutually beneficial, networking occurs primarily at our monthly mixers, hosted by a different member each month, as well as our new "Lunch Mob" series

### EDUCATION

Whether it's a social media workshop or a focus on issues like Commercial Zoning and the State of the City, our "**Content & Coffee**" series of morning events proved a big success in 2014, and we're rolling out a second season of those events in 2015.

For more information or to join the Mill Valley Chamber of Commerce, please visit our website at [www.millvalley.org](http://www.millvalley.org), call us at (415) 388-9700 or email us at [info@millvalley.org](mailto:info@millvalley.org).