



You do business in Mill Valley for good reasons: demographics, location, access to business services and more. When you partner with the Mill Valley Chamber, you gain a dedicated ally on all of those fronts. Here are our Membership Benefits:

MARKETING & PROMOTION

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

- **Editorial expertise.** Our Enjoy Mill Valley website is dedicated to sharing local business news and cool things happening in the 94941 with residents of Mill Valley and beyond. There's no greater source of promotion for our town than this website, with an events calendar and an ever-popular blog that averages 10,000 views/month. Members who we profile see a marked uptick in business as a result. If a member does something worthy of our spotlight, we'll create a unique, substantive editorial piece that lays the foundation for us to promote that info through our Friday Flash newsletter, local newspapers and social media channels.
- **Visually Engaging Member Directory.** EnjoyMillValley.com provides three tiers of directory listings, including the opportunity for premium, top of the page digital ads available to members only; a free listing for members, with a photo of each member's business storefront and hyper-linked text; and a text-only listing as a courtesy for non-members.
- **Maps of Local Businesses.** Our downtown Visitor Center receives thousands of visitors each year, most looking for local maps, a good restaurant or a retail shop with a specific focus. By far the most popular giveaway is the Chamber's full-color, pocket-sized, foldout Community Map to hand out to visitors and residents alike. Only Chamber members are featured on this map.
- **Advertising.** We offer affordable digital advertising opportunities for members on the Enjoy Mill Valley website and print advertising in our Enjoy Mill Valley Guide, a comprehensive guide to the 94941 that goes out to 37,000 households within Marin Magazine! We list all members in the Guide by category, with a variety of advertising pricing options for even more exposure.
- **Foodie Flyer.** Our two-sided flyer highlights all of our food-serving Chamber members and is distributed in hotel lobbies, tourist destinations and on the Muir Woods Shuttle. Only Chamber members 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 the Wine, Beer & Gourmet Food Tasting in June, and Winterfest, our holiday festival that draws thousands of people with a massive slide, a visit from Santa, a Holiday Tree Lighting Ceremony, a full day of live entertainment and much more.
- **Chamber Saver Discount Program.** Our discount program incentivizes members to support each other's businesses. We use this program as a platform for seasonal and festival-driven discount programs throughout the year.

ADVOCACY

When a major project like the Miller Avenue Streetscape Plan looks to heavily impact businesses for an extended period of time, the Chamber does everything it can to mitigate the impact and help members communicate with the relevant agency. We also produce strategic events and marketing campaigns to support our members when needed.

NETWORKING

While the Chamber often connects its members on an individual basis when mutually beneficial, networking occurs primarily at our popular, ever-growing monthly mixers, hosted by a different member each month, as well as regular educational events. We also host a monthly art exhibit as part of the First Tuesday Artwalk, a reflection of our support of the rich artistic culture of Mill Valley. A full list of members is available via millvalley.org.

EDUCATION

Whether it's SEO, e-commerce, sustainability, staffing, credit card fraud, data security, social media or a focus on issues like Commercial Zoning, our engaging series of educational workshops continue to inform and edify our members. Much more on the way!

BEAUTIFICATION

Our Enjoy Mill Valley Fund, established in cooperation of the Marin Community Foundation, raises money for local civic projects and supports our ongoing efforts to foster a vibrant and small town community. Working with local agencies and nonprofits, we've funded the restoration of the replica Gravity Car and the Downtown Clock Tower repair! All donations to the Enjoy Mill Valley Fund are tax

deductible.

For more info or to join the Mill Valley Chamber, visit us at www.millvalley.org, (415) 388-9700 or info@millvalley.org.