



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 nearly 10,000 views/month. Members who we've profiled on it have seen a marked uptick in business as a result. If a member business 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 various social media channels.
- **Visually Engaging Member 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.
- **Maps of Local Businesses.** Our downtown Visitor Center receives more than 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 affordable advertising opportunities for its members on the Enjoy Mill Valley website, as well as in its two major publications of the year: the Enjoy Mill Valley Summer Guide and Winter Guide, which go out to 37,000 households within Marin Magazine!
- **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 sledding on 80+ tons of real snow, a visit from Santa, a Holiday Tree Lighting Ceremony 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 discount programs for the Mill Valley Fall Arts Festival and Mill Valley Film Festival this year, as well as the Shop MV Holiday Discount Program.

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 monthly mixers, hosted by a different member each month, as well as regular educational events.

EDUCATION

Whether it's sustainability, staffing, credit card fraud, data security, social media or a focus on issues like Commercial Zoning and the State of the City, our "Content & Coffee" series of morning events has been a big success, including Engage Mill Valley, a fantastic event that educated and inspired residents to get involved in their community. More on the way!

BEAUTIFICATION

We recently launched the Enjoy Mill Valley Fund, established with the cooperation of the Marin Community Foundation, to raise money for local civic projects and support our ongoing efforts to foster a vibrant and small town community that benefits everyone in Mill Valley. Working with local agencies and nonprofits, we've already funded the restoration of the replica Gravity Car and an overhaul of the Clock Tower downtown! 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.