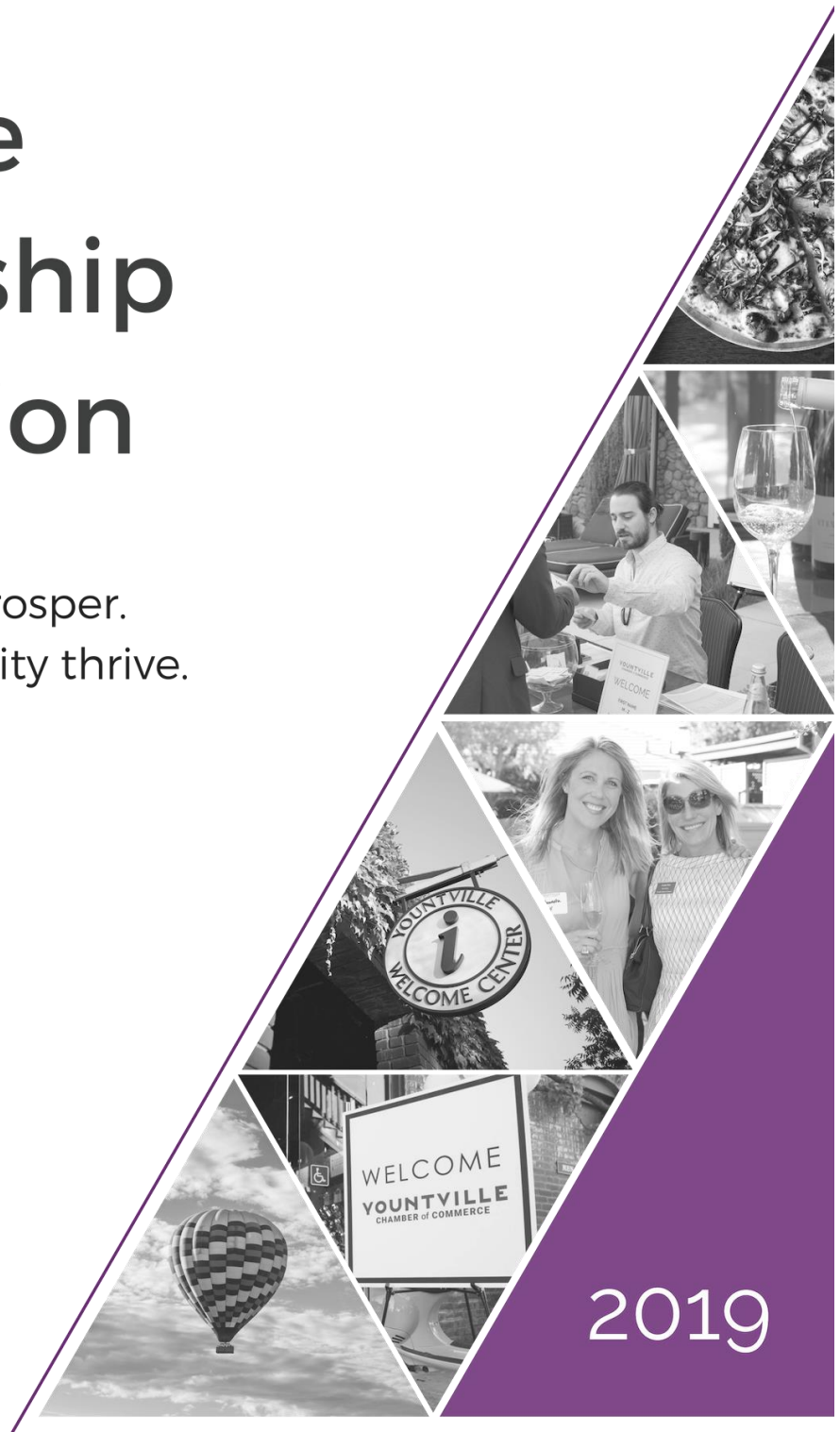


YOUNTVILLE

CHAMBER of COMMERCE

Signature Membership Information

Helping businesses prosper.
Helping our community thrive.



2019

A 'Hello' from our Leadership

Through your investment and partnership with the Yountville Chamber of Commerce, you are helping to build a stronger community. We believe, when we work together, we have the power to ensure Yountville and the Napa Valley is a great place to live, work and play for generations to come.

A year and a half ago the chamber began a pivot in the organization's strategic direction, focusing on the modern needs of our members, our town and beyond. This pivot is rooted in our four key values that drive everything we do: building a thriving community; being your champion; driving commerce and promoting Yountville.

We are committed to providing our members, residents and community with top notch customer service and the resources they need to thrive.

We look forward to working with you to fulfill our mission of enriching the vibrancy of our community.

Thank you for your support!



Richard Hall
Chair, Board of Directors
Yountville Chamber of Commerce



Whitney Diver McEvoy
President & CEO
Yountville Chamber of Commerce

Your Chamber

The Yountville Chamber of Commerce is dedicated to serving our membership through work to enhance the economic prosperity and community well-being in Yountville and the Napa Valley.

OUR MISSION



Enriching the Vibrancy of our Community

Four Key Values



**DRIVING
COMMERCE**

**Building a
Thriving
Community**

**Being
Your
Champion**

**PROMOTING
YOUNTVILLE**

Value of a Chamber Membership

What's the real cost of being a chamber member? Priceless. Let the facts speak for themselves.

Chamber Membership

has a major IMPACT on

Local Business



The Shapiro Group, a research firm hired by the American Chamber of Commerce, found that
When consumers know that a business is a member of the Chamber of Commerce, they are:

10%

More likely to think your product is better than the competition

49%

Higher favorability when your company is a chamber member

68%

Increase in your local reputation when compared to the competition


73%

Increase in consumer awareness when you are a chamber member


80%

Increase in likelihood that a consumer will patronize your business

Signature Membership Benefits



In 2018, we made a commitment through our Strategic Plan to ensure our member benefits are valuable and impactful. Here are a few highlights of the benefits and services offered by the Yountville Chamber of Commerce:



- **Networking opportunities throughout the year**
1,300+ Members attended networking mixers in 2017 - 2018
- **SEO (Search Engine Optimization) Directory Listing on Yountville.com**
168,000+ Visitors to Yountville.com in the last 12 months
- **Opportunity to post your company's announcements through chamber social media platforms**
25,000+ Facebook fans
10,000+ Instagram followers
3,800+ Twitter followers
- **Opportunity to post your company's announcements in the monthly e-Newsletter**
1,000+ member subscribers
- **Opportunity to post company events to Yountville.com Events Calendar**
- **Educational Seminar Series – complimentary seminars on topics most requested by our members**
- **Ambassador Program – an opportunity for leadership and increased engagement with our members**
- **Visitor Center operations: your business literature distributed in our visitor center with an average of over 20,000 visitors annually; liaison to Visit Napa Valley tourism council**
- **Discounts (i.e. Office Depot products, services, certificates of origins, and more)**
- **Ability to participate in Chamber Committees**
- **Advocacy to local elected officials**
- **Opportunity to engage in Yountville Community Events, i.e. Resident's Bash, Veteran's Celebrity Luncheon, and Art Sip & Stroll**

Membership Information

ANNUAL DUES:

TYPE OF BUSINESS	AMOUNT
Non-profit	\$250
Business	\$500
Hotels with 12 + Rooms	\$810
Hotel with Spa or Restaurant	\$1250
Hotel with Spa & Restaurant	\$2,000



BENEFITS:

CONNECTING TO OUR COMMUNITY	DIGITAL SUPPORT
Member-only access to monthly e-newsletter	Online directory listing on Yountville.com
Opportunity to sponsor community events	Listing on Yountville App - myville.com
New member announcement in e-newsletter	Organic Social Media Content
Business profile listing on Yountville.com	Posting of member content on social media
Opportunities to submit events and news for e-newsletter	Ability to send out a dedicated email blast to chamber members and subscribers
Opportunity to sponsor chamber events	Unlimited posting of events on Yountville.com
Accessibility to President & CEO	Opportunity to purchase banner ads on Yountville.com
Accessibility to Community Leaders	Ability to place YCC logo on your website
Accessibility to Yountville Associate Members	Access to graphic design services
Community involvement and volunteer opportunities	
CONNECTING TO BUSINESSES	TOURISM & PROFESSIONAL MARKETING SERVICES
Monthly Mixers	FAM - Media Trips
Member Appreciation Event	Press Releases
Signature Event Sponsorship Opportunities	Year-round Public Relation efforts to promote Yountville as a Destination
Signature Event Member Ticket Pricing	Year-round Social Media efforts to be the voice of Yountville
Educational Seminars/Workshops	Maintenance of Trip Advisor Page
Access to neighboring chamber seminars and workshops	Yountville Wine Walk promotion
Committee involvement	BUSINESS ESSENTIALS SUPPORT
Ambassador program to connect businesses	New Member Orientation
Chamber presence and endorsement at grand openings and ribbon cutting ceremonies	Resources for Business Compliance
	Access to savings of 15-25% annually on office supplies through Office Depot
CONNECTING TO CONSUMERS	Job Postings on e-newsletter
Referrals through Yountville Welcome Center	Discounted Certificate of Origin
Display of marketing materials in the Yountville Welcome Center	Notary Public, coming in late October 2018
	Legislative updates & information
Access to Community Event Display Case	Member to Member Discounts
Window Decal	Business Operations Resources for Local, State, and Federal

Leadership Circle Partners

Investing in Long-Term Success

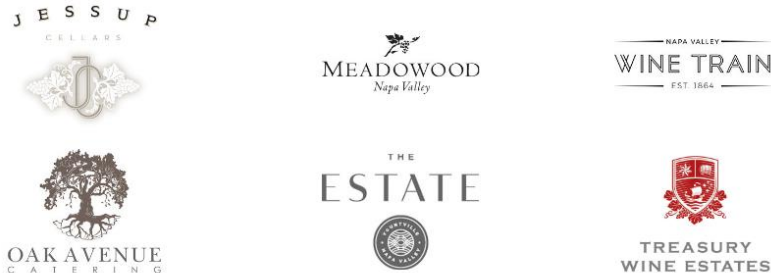
The Yountville Chamber of Commerce Leadership Circle is the premiere opportunity for our members to invest in the long-term success of our community. The Leadership Circle recognizes our members that take on the dynamic role in growing our economy, strengthening the relationships in our community, promoting business successes and are committed to actively giving back to Yountville and the Napa Valley. Members of the Leadership Circle are truly LEADERS of our community.

Thank you, Leadership Circle Partners!

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



Chamber Supported Events

BUILDING A THRIVING COMMUNITY

The Yountville Chamber of Commerce is committed to giving back to our community and its residents. In cultivating this relationship, the town offers our businesses unique opportunities for visibility at the chamber's Signature Events and for Town events.

Art, Sip & Stroll

Saturday, April 27, 2019

At the end of every April, the Yountville Arts Commission and Town of Yountville invites visitors to stroll up and down Washington Street to visit wine tasting booths, art and jewelry displays, art galleries, wineries, tasting rooms and enjoy live music and food. Last year there were more than 5,000 visitors in attendance.

Membership Jubilee & Awards Ceremony

Thursday, May 2, 2019

This high-profile event is the premier B2B networking event of the year. Your business will be exposed to over 300 high-level employees of our members, politicians, and residents. Join us in celebration to say 'thanks' to you, our members, and provide an opportunity to recognize outstanding business people in our community who help to make this a premiere place to work, play, and live. Together we will mingle over light bites and wine and celebrate all the great work we have accomplished together. Hear from key members of our board and community with a toast to success and continued prosperity.

Residents BASH 2019

Friday, August 9, 2019

Join the Town of Yountville for its 3rd Annual Birthday Celebration. Exclusive to Yountville Residents, this is the perfect opportunity to greet neighbors with a glass of wine and get to know them over a few bites of food and on the dancefloor.

Veteran's Celebrity Chef Luncheon

Wednesday, November 6, 2019

For Veteran's Day, celebrity chefs, winemakers and dignitaries in Yountville, will salute the residents of the Veterans Home of California when they prepare a multi-course gourmet meal at the 14th Annual Celebrity Chefs Veterans Day Luncheon November 2018. For many Veterans this is an event they look forward to all year.

Holidays in Yountville

November 24 – December 31, 2019

From the Sunday before Thanksgiving Day through December 31, the Town of Yountville becomes the "Brightest Town in Napa Valley" during Holidays in Yountville, featuring six weeks of holiday-related events, activities and performances in the heart of the Napa Valley. Visitors and locals alike are encouraged to enjoy a leisurely stroll through Yountville, taking in the thousands of twinkling holiday lights while exploring Yountville's many shops, tasting rooms, restaurants and hotels. This campaign will be marketed heavily from October through December via print advertising, social media, public relations efforts, and more.

Contact Information

WHITNEY DIVER MCEVOY

President & CEO

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(707) 944-0904

ELIZABETH HECOCK

Director of Membership & Sales

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(707) 944-0904

Promotion of business via:

- Social Media
 - Chamber Website
 - Chamber e-Newsletter
 - Business Membership Benefits
 - Networking Mixers
 - Attendance
 - Planning
-

JESSICA PENMAN

Operations & Membership Manager

jessica@yountville.com

(707) 944-0904

- Member to Member Benefits
- Resident Program Membership
- Welcome Center Organization
- Events for tourist promotion
- Volunteers
- Member collateral

VISIT US:

Yountville Chamber of Commerce
Yountville Welcome Center
6484 Washington Street, Suite F
Yountville, California 94599

MAIL US:

PO Box 2064
Yountville, California 94599

CALL US:

(707) 944-0904

FOLLOW US:



@yountvillechamber



@yountvilleca



@yountvilleca

JOIN US:

#yountville #yountvilleca #tastelifere

Membership Policy

CHAMBER MEMBERSHIP TERMS

The Yountville Chamber of Commerce is a California nonprofit corporation that is qualified under Section 501(c)(6) of the Internal Revenue Code. Active membership in this corporation shall be open to any person, association, partnership, corporation, limited liability company or other entity having an interest in the mission and purposes of the Chamber. A prospective new member shall comply with those requirements for admission to membership, including the payment of dues, that may be established from time to time by the Chamber's Board of Directors.

ADMISSION OF MEMBERS

Prospective members are required to pay Chamber membership dues in full at the time of application. Membership dues cover a 12-month membership and are renewable each calendar year. Membership dues are based on member category.

Dues, which are subject to change in price, are payable in advance and are continuous until cancelled in writing in advance of the due date.

There may be opportunities for members/prospective members to purchase additional membership packages that focus on specific services or initiatives.

Chamber membership dues may be deductible for Federal income tax purposes as an ordinary and necessary business expense (not as a charitable contribution). However, members should consult their own tax advisors for specific tax information and advice.

HONORARY MEMBERS

Honorary membership in the Chamber may be conferred by the Board of Directors upon persons who or entities that have distinguished themselves in public or business affairs or have been of special service to the Chamber and its mission and purposes. Such honorary membership shall be granted based on the unique circumstances of each relationship. Honorary members shall have all the rights and privileges of active members but shall not be required to pay dues.

TERMINATION OF MEMBERSHIP

The Chamber reserves the right to deny membership, or cancel membership, if the Executive Committee, upon a vote of two-thirds of its members, determines in its sole discretion that a member poses a challenge to the Chamber achieving its mission, or is believed to be incongruent with the values of the Chamber.

NON-PAYMENT OF DUES

Chamber members who do not pay membership dues within 60 days forfeit benefits until the invoice is paid or will have their membership cancelled after 90 days of the due date. In any such case, the Chamber will notify the member of the cancellation, which shall require no further action by the Chamber.

PRIVACY STATEMENT

The Chamber is committed to protecting the privacy of members' personal information. This commitment applies with respect to information that we collect from visitors to the Chamber's Web site, located at www.yountville.com, and to information we collect in order to process commercial transactions initiated by customers on our Web site (including the purchasing or renewing of memberships online). For a complete description of how we treat information submitted by members related to your company's profile, please refer to our privacy policy and legal notices.

LOGO USE

The Chamber licenses its membership logo for display only by Chamber members in good standing. Images may not be modified in any way. If the logo is used on your company's website, it should be linked to the Chamber's website at www.yountville.com. Any use of the image requires prior written permission by the Chamber's Membership Department, (707) 944-0904. Downloading and displaying a Chamber membership logo constitutes your acceptance of these terms.