

# YOUNTVILLE

CHAMBER of COMMERCE

2023



# MEMBERSHIP GUIDE

HELPING BUSINESSES PROSPER.  
HELPING OUR COMMUNITY THRIVE.

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# A 'Hello' from our Leadership

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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.

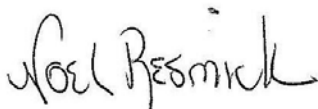
Nearly five years ago the chamber began a pivot in the organization's strategic direction, focusing on the modern needs of our members, our town and beyond. This pivot is rooted in our four key values that drive everything we do: building a thriving community; being your champion; driving commerce and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

As stated by Arik Housley, Owner of Ranch Market Too, whose family business has been in Yountville since 1977. "It takes vision to continue to drive Yountville as a destination. The Yountville Chamber of Commerce and its team continue to successfully direct the future of our business community."

We provide our members, residents and community with top notch customer service and the resources they need to thrive. We believe, a high tide lifts all ships, with over 300 business members across the Napa Valley, we are committed to doing just that.

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

Thank you for your support!



Noel Resnick  
Chair, Board of Directors  
Yountville Chamber of Commerce



Whitney Diver McEvoy  
President & CEO  
Yountville Chamber of Commerce



# Your Chamber

## MISSION

Enriching the Vibrancy of our Community

## VISION

To be the Premier Small-Town Destination

## WE WEAR TWO HATS

Chamber of Commerce & Destination Marketing Organization for Yountville

## STRATEGIC INITIATIVES

1. Focus on Visitor Promotion to Foster Positive Economic Impact for Yountville and Surrounding Community
2. Connect and Convene our Members
3. Run an Effective and Sustainable Business
4. Enhance Member Resources

## Four Key Vales

### Building a Thriving Community

The most important roles a chamber of commerce has is building a thriving community of connected people. This connectivity enables us to go father together.

- Chamber Mixers
- 
- Membership Jubilee & Awards Ceremony
- 
- Annual Celebrity Chef Veterans Day Luncheon
- 
- Residents Bash

### Driving Commerce

We are a catalyst for business growth and strengthening our local economy. At the core of this is providing our businesses with the tools and resources they need to thrive.

- Holidays in Yountville
- 
- Wine Hospitality Committee
- 
- Yountville Welcome Center
- 
- Professional Development Webinars

### Being Your Champion

The Yountville Chamber is a fierce champion for a stronger community. This begins with a balance between our businesses and our residents.

- Napa Valley Chamber Collaboration
- 
- Advocacy
- 
- Workforce Development
- 
- Public Policy
- 
- Job Fairs

### Promoting Yountville

We are proud to promote Yountville and the Napa Valley as a premier destination.

- Yountville Locals Day
- 
- Yountville Visitor Brochure
- 
- Social Media
- 
- Hosting Media Familiarization Tours
- 
- Yountville.com
- 
- Digital Advertising Campaigns

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# We Wear Two Hats!

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## CHAMBER WORK

### Advocacy and Public Policy

Building a Business-Friendly Environment

### Economic and Workforce Development

Convening and driving programs to enhance the economic vitality of the Napa Valley

### Programs & Events for Members

Networking Mixers, Professional Development Seminars/Workshops, Holidays in Yountville, Membership Jubilee & Awards Ceremony

### Save Money!

M2M Benefits, Office Depot Program, Certificates of Origin

### Community Programs

Celebrity Chef Veteran's Day Luncheon, Yountville Locals & Industry Day, Art, Sip & Stroll, Yountville Resident's Bash, Wreaths Across America Event

### Marketing Your Business

Amplifying your business and marketing initiatives to visitors and locals, A la carte opportunities

## DESTINATION MARKETING

### Yountville.com

Destination website for all things Yountville and the Napa Valley, 3200,000+ visitors in the last year

### Yountville Welcome Center

Staffed by over 30 dedicated volunteers, 20,000 visitors in 2019

### Digital Advertising Campaign

Marketing year round via Google Ad Words and Google Display Network

### Social Media Marketing

Central to our marketing strategy, promoting our members, events and Yountville

### Email Marketing, PR Efforts

Promotional emails, FAM Tours with journalists, press release

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# Yountville Chamber Membership Benefit Levels

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## Signature

\$500 Annually

For businesses, entrepreneurs and non-profits with only one location looking for networking opportunities and proven ways to grow their business.



## Bronze Leadership Circle

\$2,000 Annually

Created for businesses that are growing and want to get involved in making a positive impact in the community.



## Silver Leadership Circle

\$3,500 Annually

Recommended for businesses with multiple brands to promote, that are actively involved with the community. Receive marketing recognition for up to two brands.



## Gold Leadership Circle

\$5,000 Annually

For companies that want to be strongly engaged with public policy initiatives, active within chamber committees and year-round engagement with the community. Receive marketing recognition for up to five brands.



## Platinum Leadership Circle

\$10,000 Annually

Platinum Leadership Circle members receive the highest level of recognition year-round for up to 12 brands. Members are active leaders in their own right in the community, driving public policy initiatives, engaging with elected officials and chamber leadership.

# Signature Membership Benefits

Yountville Chamber of Commerce Signature Membership Benefits are designed to support your business across all sectors from advocacy with elected officials to marketing to tourists to professional development opportunities for your employees. Membership is not just limited to businesses in Yountville, we have members across the Napa Valley, from American Canyon to Calistoga and beyond.

BENEFITS:	
CONNECTING TO OUR COMMUNITY	DIGITAL SUPPORT
Member-only access to bi-monthly e-newsletter	Unlimited posting of events on Yountville.com
Opportunity to sponsor/support community events	Unlimited posting of events on YountvilleChamber.com
New member announcement in e-newsletter	Dedicated Email Blast to subscribers (additional cost)
Business profile listing on Yountville.com	Dedicated Instagram Story (additional cost)
Business profile listing on YountvilleChamber.com	Dedicated Blog on Yountville.com (additional cost)
Opportunities to submit events and news for e-newsletter	Ability to place YCC logo on your website
Opportunity to sponsor chamber events	Promotion on Social Media Channels
Accessibility to President & CEO	Special Offers on Yountville.com
Accessibility to Community Leaders	TOURISM & PROFESSIONAL MARKETING SERVICES
Accessibility to Yountville Associate Members	FAM - Media Trips
Community involvement and volunteer opportunities	Press Releases
CONNECTING TO BUSINESSES	Year-round Public Relation efforts to promote Yountville as a Destination
Monthly Networking Mixers	Year-round Social Media efforts to be the voice of Yountville
Strategic Personal Introductions from CEO	Digital Marketing Advertising Campaign
Signature Event Sponsorship Opportunities	Yountville Visitor Guide and Map
Signature Event Member Ticket Pricing	Holidays in Yountville program
Professional Development Seminars/Workshops	BUSINESS ESSENTIALS SUPPORT
Member to Member Benefits Program	New Member Orientation
Committee Involvement	Resources for Business Compliance
Ambassador program to connect businesses	Access to savings of 15-25% annually through Office Depot
Chamber presence/promotion at Ribbon Cuttings/Grand Openings	Job Postings in e-newsletter and on YountvilleChamber.com
Yountville Locals & Industry Day	Certificate of Origin (additional cost)
Industry Specific Strategy Meetings	Business Operations Resources for Local, State, and Federal
CONNECTING TO CONSUMERS	Legislative updates & information
Referrals through Yountville Welcome Center	Yountville Toolkit and Disaster Preparedness Resources
Display of materials in the Yountville Welcome Center	Advocacy on behalf of your business to Elected Officials
Proud Member Window Decal	Business Retention and Expansion Initiatives
Ability to host FAM Tours for Welcome Center Volunteers	Workforce Development Programs – Napa HIP
Features in Monthly Events Blog on Yountville.com	Annual Job Fairs, Internship and Mentorship Opportunities
Send Daily specials/availability to Welcome Center	Public Policy Initiatives with Town of Yountville, County of Napa

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# Leadership Circle Benefits

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## Investing in our Communities 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 success, and are committed to actively giving back to Yountville and the Napa Valley.

	Bronze \$2,000	Silver \$3,500	Gold \$5,000	Platinum \$10,000 +
All Signature Member Benefits	✓	✓	✓	✓
Year-Round Marketing Package	✓	✓	✓	✓
Membership Jubilee Sponsorship	✓	✓	✓	✓
Holidays in Yountville Sponsorship	✓	✓	✓	✓
Networking Mixer Sponsorship	✓	✓	✓	✓
Number of Brands Recognized	1	2	5	12
Digital Marketing Options Choose from below:				
Social Media Posts: Facebook (boosted), Instagram Story, Pinterest, TikTok	4	6	8	12
Dedicated Email Blast or Feature in Bi- Monthly Enews	1	2	3	4
Blog Spotlight on Yountville.com or YountvilleChamber.com	-	1	2	4

Additional benefits include: Upgraded Business Listing on YountvilleChamber.com; Priority Access to Workforce Development Programs, Job Fairs; Participation in Community Events; Additional Promotion in Yountville Welcome Center and Exclusive Access to Annual Leadership Circle Appreciation Reception.

# Leadership Circle Members

## YOUNTVILLE

### CHAMBER of COMMERCE

## LEADERSHIP CIRCLE PARTNERS

#### PLATINUM PARTNERS



















#### GOLD PARTNERS








































#### SILVER PARTNERS

















#### BRONZE PARTNERS



























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# Contact Information

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## WHITNEY DIVER McEVOY

### President & CEO

[whitney@yountville.com](mailto:whitney@yountville.com)

(707) 944-0904

## LATICIA SAHS

### Membership & Marketing Manager

[laticia@yountville.com](mailto:laticia@yountville.com)

(707) 944-0904

## DANIELLE MATTEUCCI

### Programs & Events Manager

[danielle@yountville.com](mailto:danielle@yountville.com)

(707) 944-0904

## VISIT US:

Yountville Chamber of Commerce

Yountville Welcome Center

6484 Washington Street, Suite F

Yountville, California 94599

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## MAIL US:

PO Box 2064

Yountville, California 94599

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## CALL US:

(707) 944-0904

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## FOLLOW US:



@YountvilleChamber | @ExploreYountville



@YountvilleCA



@YountvilleCA



@ExploreYountville



@YountvilleCA

## JOIN US:

#yountville #yountvilleca #tastelifehere

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# Membership Policy

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## 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](http://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](http://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.

## APPLICATION FEE

New Members are subject to a \$35 application fee, due upon processing. Members who have fallen out of good standing with the chamber for more than 12 months are considered a New Member and are also subject to the \$35 application fee.

# YOUNTVILLE

## CHAMBER of COMMERCE

### Yountville Chamber Member Application

#### Business Directory Information

Company Name			
Address			
City		State	Zip
Phone	Website	General Email Inbox	
Directory Category 1	Directory Category 2	Directory Category 3	Directory Keywords
Facebook.com/	Instagram@	Referred by:	# Full Time Employees

#### Billing Information

Attn to:	Email
Address	
City	State Zip

#### First Contact Information

First Name	Last Name	Title	Direct Phone
Cell Phone	Email	Contact Preference Email/Phone	

#### Second Contact Information

First Name	Last Name	Title	Direct Phone
Cell Phone	Email	Contact Preference Email/Phone	

#### Third Contact Information

First Name	Last Name	Title	Direct Phone
Cell Phone	Email	Contact Preference Email/Phone	

#### Payment Information

Name on Card:	Card Type: Visa MasterCard Discover	OR Check here to invoice:
CC#:	Exp:	CVV: ZIP:

#### Signature

Signature of Applicant	Date:
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#### Member to Member Benefit

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Circle One: Platinum Gold Silver Bronze Signature

\$35 Application Fee