

**YOUNTVILLE**  
CHAMBER of COMMERCE

2025



**MEMBERSHIP  
GUIDE**

HELPING BUSINESSES PROSPER.  
HELPING OUR COMMUNITY THRIVE.

---

# A 'Hello' from our Leadership

---

A partnership with the Yountville Chamber of Commerce means an investment in 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.

The Chamber is committed to 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."

The Chamber provides our members, residents and community with top notch customer service and the resources they need to thrive. We are here to share opportunities to make valuable connections, communication tools to share information, and much more!

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



Natalie Leighton

President & CEO

Yountville Chamber of Commerce

# YOUNTVILLE

CHAMBER of COMMERCE

## YOUNTVILLE CHAMBER COMMUNITY

### Our Annual Impact

**11**

Networking  
Mixers

**5**

Professional  
Development  
Workshops

**20+**

Familiarization  
"FAM" Tours

**328+**

Business  
members

### Marketing Reach & Engagement

**300K+**

Website page views on  
Yountville.com

**12K+**

Visitors to  
the Welcome  
Center

**100K+**

Social  
Media  
Followers

# We Wear Two Hats!

## 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, Yountville Pride Celebration, Business & Community Awards

### Save Money!

M2M Benefits, Office Depot Program, Certificates of Origin

### Community Programs

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

### Marketing Your Business

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

## DESTINATION MARKETING

### [Yountville.com](http://Yountville.com)

Destination website for all things Yountville and the Napa Valley, 300,000+ visitors in the last year

### Yountville Welcome Center

Staffed by over 34 dedicated volunteers, 12,000+ visitors in 2024

### 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

# Yountville Chamber Membership Benefit Levels



## 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.

<b>BENEFITS:</b>	
<b>CONNECTING TO OUR COMMUNITY</b>	<b>DIGITAL SUPPORT</b>
Member-only access to bi-monthly e-newsletter	Unlimited posting of events on Yountville.com
Opportunity to sponsor community + chamber events	Unlimited posting of events on YountvilleChamber.com
New member announcement in e-newsletter	<b>MOST POPULAR:</b> Dedicated Email Blast to subscribers (additional cost)
Business profile listing on Yountville.com	<b>NEW:</b> Dedicated Instagram Story or Reel (additional cost)
Business profile listing on YountvilleChamber.com	Dedicated Blog on Yountville.com (additional cost)
Opportunities to submit events and news for e-newsletter	Promotion on Social Media Channels
Accessibility to Yountville Associate Members	Ability to place YCC logo on your website
<b>CONNECTING TO BUSINESSES</b>	<b>Special Offers on Yountville.com</b>
<b>HIGHLY ATTENDED:</b> Monthly Networking Mixers	<b>TOURISM &amp; PROFESSIONAL MARKETING SERVICES</b>
<b>RECOMMEND:</b> Strategic Personal Introductions from CEO	FAM - Media Trips
Professional Development Seminars/Workshops	Press Releases
Member to Member Benefits Program	Year-round Public Relation efforts to promote Yountville as a Destination
Committee Involvement	Year-round Social Media efforts to be the voice of Yountville
Ambassador program to connect businesses	Digital Marketing Advertising Campaign
Chamber presence/promotion at Ribbon Cuttings/Grand Openings	Yountville Visitor Guide and Map
Yountville Locals & Industry Day	<b>MAXIMUM VISABILITY:</b> Holidays in Yountville program
Industry Specific Strategy Meetings	<b>BUSINESS ESSENTIALS SUPPORT</b>
<b>CONNECTING TO CONSUMERS</b>	<b>RECOMMEND:</b> New Member Orientation
Referrals through Yountville Welcome Center	Access to savings of 15-25% annually through Office Depot
Display of materials in the Yountville Welcome Center	Job Postings in e-newsletter and on YountvilleChamber.com
Proud Member Window Decal	Certificate of Origin (additional cost)
Ability to host FAM Tours for Welcome Center Volunteers	Business Operations Resources for Local, State, and Federal
Features in Monthly Events Blog on Yountville.com	Legislative updates & information
Send Daily specials/availability to Welcome Center	Yountville Toolkit and Disaster Preparedness Resources

# 2025 DIGITAL ADVERTISING OPPORTUNITIES

Engage thousands of locals and visitors through our marketing channels!



## E-Newsletter Ad - \$50

- Reach 1,200+ Chamber members
- **Open Rate: 50%**
- Best for: offers, events, announcements

Recommendation:  
**Reserve 2 weeks in advance**



## Email Blast - \$125

- Reach 3,500+ opt-in subscribers
- **Open Rate: 49%**
- Up to 5 photos, desired copy, and 5 links

✓ **Most Popular**

Recommendation:  
**Reserve 1 month in advance**



## Instagram Stories - \$50 or \$100

- **Reach 32,500+ followers**
- \$50 for member-submitted
- \$100 for chamber team to create

Recommendation:  
**Reserve 2 weeks in advance**

- 3-4 dedicated story set with links



## Instagram Reel - \$250 or \$350

- **Reach 32,500+ followers**
- \$250 for member-submitted
- \$350 for chamber team to create

Recommendation:  
**Reserve 2 weeks in advance**

- Up to 15 second video with CTA



## Blog Feature - \$300 or \$500

- **Reach 300K+ annual views**
- \$300 for member-submitted
- \$500 for chamber team to create

Recommendation:  
**Reserve 1 month in advance**

### Want to Learn More?

Contact Jackie Roldan

Membership Engagement Manager  
(707) 947-7391 | [jackie@yountville.com](mailto:jackie@yountville.com)

# Leadership Circle Benefits

## 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 +
<b>All Signature Member Benefits</b>	✓	✓	✓	✓
<b>Year-Round Marketing Package</b>	✓	✓	✓	✓
<b>Holidays in Yountville Sponsorship</b>	✓	✓	✓	✓
<b>Networking Mixer Sponsorship</b>	✓	✓	✓	✓
<b>Number of Brands Recognized</b>	<b>1</b>	<b>2</b>	<b>5</b>	<b>12</b>
<b>Digital Marketing Options</b> <b>Choose from below:</b>				
Social Media Posts: Facebook (boosted), Instagram Story or Reel, Pinterest, TikTok	<b>4</b>	<b>6</b>	<b>8</b>	<b>12</b>
Dedicated Email Blast or Feature in Bi-Monthly Enews	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>
Blog Spotlight on Yountville.com or YountvilleChamber.com	-	<b>1</b>	<b>2</b>	<b>4</b>

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

# Leadership Circle Members

**YOUNTVILLE**  
CHAMBER of COMMERCE

## LEADERSHIP CIRCLE PARTNERS

**PLATINUM PARTNERS**

bardessono      BOISSET Collection      CHILTON DEPOT      Elizabeth Spencer      Handwritten  
Hotel Yountville      JCB      JESSUP      LUCY      OAKVILLE GROCERY      OAKVILLE WINE MERCHANT  
Raymond      RH      THE INK HOUSE      Town of Grindell      Visit Napa Valley      YOUNTVILLE DISTRICT

**GOLD PARTNERS**

ad hoc      ARCH & TOWER      BERNARD CHANDON      BERRINGER      BOUCHON  
Constellation Brands      Etude      FINESSE      KAISER PERMANENTE      (M)EAT CARNIVAL      MEGA MEX  
NAPA VALLEY WINE TRAIN      OAK AVENUE      Partners 2 Media      Providence Queen of the Valley Medical Center      ROBERT MONDAVI  
SACRAMENTO INTERNATIONAL AIRPORT      STERLING VINEYARDS      THE FRENCH LAUNDRY      THE PRISONER      THE VINE  
StaySafe

**SILVER PARTNERS**

1839      Alain's      Chimney Rock      f J. J. Johnson      IL POSTO      MEADOWOOD      North Block  
The Restaurant at North Block      OSC      PRIEST & PRIEST      THE KITCHEN      RANCE MARGRETT      Rutherford Hill      Silverado      Vintage Sotheby's  
VINEYARD

**BRONZE PARTNERS**

ARENA      Alila Napa Valley      Adventist Health St. Helena      Bella Union      BOTTEGA      CLIFF LEE      CORNERSTONE  
CMG HOME LOANS      Fantasia Estate Wines      FOUR SEASONS HOTEL & RESORT      GROCH HILLS      Kenneth J. Raymond Design      MCE      Napa County Farm Bureau  
NAPA VALLEY FINEST      POPPY BANK      RANCH CATHERINE HILL      REEDS TRIDENT      STRATEGIC RETIREMENT PARTNERS      tock FROM SQUARSPACE      CAYER VALLEY      WSI

# YOUNTVILLE

## CHAMBER of COMMERCE

### WHAT OUR MEMBERS ARE SAYING

“

The Yountville Chamber of Commerce continues to lead with purpose — strengthening local businesses and ensuring our community thrives as a premier destination in the Napa Valley & the world.

*—Arik Housley, Ranch Market Too!*

”

“

We joined to connect with other local businesses, and the Chamber exceeded our expectations. The team is proactive, professional, and truly cares about Yountville's success.

*—Heike Pacchetti, North Block Hotel*

”

“

Being a member keeps our winery front and center. We love the support from the Welcome Center, the exposure our tasting room receives, and the strong sense of community built through monthly mixers.

*—Frederick Boelen, Jessup Cellars*

”

### MEMBER REFERRAL PROGRAM

**Love the Chamber?  
Tell a friend!**

When you refer a new business that joins the Yountville Chamber, you'll receive a **complimentary dedicated eblast** — reaching 3,500+ subscribers with your own custom message, photos, and links.

It's our way of saying thank you for helping our Chamber grow and our community thrive.

Contact: Jackie Roldan,  
Membership Engagement  
Manager  
(707) 947-7391  
[jackie@yountville.com](mailto:jackie@yountville.com)

---

# Contact Information

---



## NATALIE LEIGHTON

### President & CEO

*natalie@yountville.com*

(707) 944-8008



## ANDREA SCARPA MAY

### Programs & Events Manager

*andrea@yountville.com*

(707) 944-0904



## JACKIE ROLDAN

### Member Engagement Manager

*jackie@yountville.com*

(707) 944-0904

## 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 | @ExploreYountville



@YountvilleCA



@ExploreYountville



@YountvilleCA

## JOIN US:

#yountville #yountvilleca #tastelifehere

---

# 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](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:

### Member to Member Benefit

Circle One:  Platinum  Gold  Silver  Bronze  Signature  \$35 Application Fee