

How Can My Business Benefit From Membership in the Chamber?

The San Clemente Chamber of Commerce is a business organization of almost 600 members representing over 9,000 employees. The Chamber-with its councils, committees, staff and valuable members-works with city officials, local businesses and the community at large to promote the local economy. The Chamber accomplishes this goal by focusing on its five core competencies: Building a Strong Local Economy, Promoting the Community, Providing Networking and Business Development Opportunities, Representing the Interests of Business with Government, and Engaging in Political Action.

NETWORKING

Connect with other business professionals

Networking Business Seminars

Members enjoy a business building program and have the opportunity to network with fellow and potential members.

San Clemente Sunset Networking Mixers bring business people together in a social setting.

Up to **four representatives from your business** are included in your membership. Promote your business by having your "reps" attend Chamber functions.

Members are encouraged to join any of the **Chamber's Committees & Councils**-Enjoy an array of interesting and informative programs & topics, while developing important business relationships.

Volunteering is a great way to network, and members have priority in volunteering for Chamber events.

The **Membership Orientation** is complimentary for new members and their representatives. Learn about your membership investment and network with other new members and Ambassadors.

Join the **Networking Luncheon** on the fourth Thursday of the month for a delicious meal and the opportunity to network, discuss your business with others and generate new business leads.

MARKETING

Reach potential customers

Your business, with its 200-word Description & 8 Quick Links, is promoted in our **Online Membership Directory** at www.scchamber.com.

Online advertising opportunities are available on the Chamber's Website www.scchamber.com – **garnering over 300 thousand hits** per month.

Your business, with its address and contact information, will be listed in our printed **Business Resource Guide**. Members are listed both alphabetically and by business classification. This directory is also available on the website.

Advertise your business in the **San Clemente Current, Yearly Calendar, Website, Business Resource Guide and/or Visitor Guide** for an additional cost.

Access SmartMobile, the Chamber's App, which showcases the Member Business Directory, Events, Jobs, Deals and more.

Social Networking – The Chamber offers members the opportunity to market & promote their business on Professional Networking sites.

Your business will be listed in the **San Clemente Current** as a new member and each anniversary year upon renewal.

The Chamber has numerous **Sponsorship Opportunities** to offer its members. Support Chamber events and gain community recognition for your company.

Submit location changes, new services, promotions, new hires and special accomplishments for your business to *San Clemente Current* "**Business Briefs.**"

Post Hot Deals, Events and Jobs on our website. Complimentary with your membership.

The Chamber hosts 3 **Business Expositions** each year, which showcase member businesses to thousands of potential customers.

Broadcast E-mail Alerts are sent to members several times a week regarding upcoming events, chamber news, member updates, etc. **Showcase your Business** by advertising in these popular weekly Broadcast E-mails.

EDUCATIONAL SEMINARS
Sharpen your business skills

Periodic workshops featuring various topics benefitting small business are available for you and your employees to attend.

REFERRALS
Services for "members only"

Your business is listed online at www.scchamber.com, which provides a direct link to your company website **The Chamber refers your business** to incoming phone, e-mail, mail and walk-in inquiries.

Your business is listed in our printed **Business Resource Guide** which is distributed throughout the City.

The Chamber publishes a **Visitors Guide**. Advertise your business to thousands of visitors a year.

Members display their business cards and marketing pamphlets in the Chamber office, providing participating Chamber member businesses exposure to thousands of people annually. Member businesses related to our **Relocation & Tourism Information** are featured when applicable.

Members are invited to join the Chamber's online **Professional Networking Groups**.

Broadcast E-mails - Chamber members may submit news and/or information regarding their company to be Broadcast-Emailed to our members. (Contact chamber staff for content + space requirements)

LEGISLATIVE ADVOCACY
Your opinion counts!

The **Coastal Chamber Legislative Coalition** is comprised of five area Chambers. The Coalition hosts a Legislative Luncheon once a year. Government & Legislative officials are typically the guest speakers.

The Chamber represents your business and **fight for pro-business legislation on your behalf** from City Hall to Sacramento.

Chamber members gain access to their government officials through chamber website **VoiceofSanClemente**. Your tool for Advocacy, Information and Involvement. www.VoiceofSanClemente.com

Businesses for a Better San Clemente Political Action Committee Businesses for a Better San Clemente (BBSCPAC) is the sponsored PAC of the San Clemente Chamber of Commerce. The PAC acts pursuant to authority granted by the Chamber and shall make endorsement and contribution recommendations to support State and local candidates on behalf of the Chamber. PAC funds are a voluntary membership contribution.

The San Clemente Chamber of Commerce presents an **Annual State of the City**. Join us for lunch

as the Mayor addresses significant City matters such as the economy; development; and infrastructure issues. This is an excellent opportunity to network with local business owners, residents, legislators and members of the City Council.

The Chamber Business Council provides recommendations in respect to local issues of concern including, Legislation, Guidelines and Regulations, which may affect the prosperity of the business community of San Clemente.

PUBLICATIONS
Community and business resources

Communication to you and your representatives via the **San Clemente Current & E-News Business Briefs** keep you informed of Chamber events and issues pertinent to business.

The Chamber produces a beautiful 4-color **Visitors Guide**. The publication includes information on dining, lodging, entertainment and related services. Copies are distributed each year through the Chamber's Visitor & Tourism Center, and other pertinent locations county wide.

Our printed **Business Resource Guide** is complimentary and is distributed to San Clemente residents and businesses.

All Chamber Ribbon Cuttings, Grand Openings and Sunset Networking Mixers are listed, with picture, in the **San Clemente Journal**, a quarterly magazine.

Our **Membership Toolkit**, given to new members, outlines the benefits of Chamber membership and ways members can take part in our various programs.

Our **Visitors Guide and Relocation Information** are useful packets of information available free of charge.

AFFINITY PROGRAMS
Special pricing on products and services

The **Member Advantage Program** encourages members to do business with each other by offering discounts and special pricing. Members offering a discount are published in the San Clemente Current quarterly and on the chamber website.

Professional Business Counseling to business owners through face-to-face counseling, online counseling, online workshops and more.

The Chamber's group legal services provide **free legal consultation** to Chamber members. Legal advice and consultation is available by phone or in person by appointment once a year.

SHOW YOUR COMMUNITY SUPPORT
Actively support the City of San Clemente

Simply by renewing your membership each year, you are **Supporting The Business Community** and efforts to keep San Clemente the desired city in which to live and do business.

A **Chamber window decal** will be presented to you at the Member Orientation - member businesses display this in their office window to show their support for our community and their commitment to our city's business climate. 5th year members receive a plaque.

Connect with the
San Clemente Chamber
of Commerce

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