

JULIAN CHAMBER OF COMMERCE

MEMBERSHIP BENEFITS

Advocacy: Your membership in the Julian Chamber of Commerce will connect you with a network of business, community and political leaders. One of the goals of the Julian Chamber of Commerce and its enterprising board of directors and committees is to promote Julian as a tourist destination. We strive to increase prosperity by facilitating the growth of existing merchants and through a proactive approach we work to improve the social, professional, civic and historical environment for our members.

Mixers: Our monthly mixers provide an opportunity for businesses to promote their facilities and products, as well as an informal time of socializing and “catching up with their fellow Chamber members.” Light snacks are provided by the host business, while the Chamber Mixer Committee provides a no-host bar at most locations. Items are donated by both the Chamber and members for an on-site opportunity drawing. Everyone is welcome at the mixers.

Networking Breakfast: Designated Chamber members host the breakfast on a volunteer basis. Attendees are given an opportunity to announce any upcoming or ongoing events. The cost is \$10 for Chamber members and \$12 for guests. Door prizes are donated by attending members and are awarded at a drawing at the breakfast.

Chamber Website: The Julian Chamber of Commerce website contains a full directory of our members including business name, address, phone number, and web link. Members are listed alphabetically, as well as by business category. Our website receives thousands of hits a day, increasing the visibility of our member businesses. Listings can be updated and keywords added by the member, increasing search results.

Chamber Calendar: Members may post their events to the highly visited chamber calendar. An easy to use form is available on the calendar. www.visitjulianevents.com is also utilized to help direct visitors directly to the calendar.

Chamber Handouts: The chamber has handouts that are categorized by interest. They list member businesses and are given to visitors, they are also available on the wall, right outside the chamber offer for visitors to take. Handouts are also available on the chamber website for visitors to download.

Chamber Office: The office is staffed and greets visitors daily. The staff helps visitors find what they are looking for and often directs them to member businesses. The office staff also provides visitors with handouts that list our member businesses, categorized by interest. The staff is also available to assist members with profile updates, membership questions and referrals for services.

Chamber Email News: This email keeps members up to date about various Chamber activities and projects. Members can submit information on upcoming events or special programs.

Visitor Email Blasts: Bi-Monthly (approx.) email blasts are sent to visitors to Julian. These blasts include information on upcoming events and seasonal happenings in our community. Members may submit information to the chamber to be included in these blasts.

Rack Card/Business Card and Literature Display: The Chamber of Commerce offers a business card and literature display in our office, on our rack card display and outside on our bulletin board. People visit the office each month resulting in excellent exposure for your business.

Membership Plaque & Sticker: The plaque and annual stickers can be displayed in your place of business showing your years of affiliation and involvement with the Chamber. It reflects your support of the Julian business community.

Social Media:

Facebook: The Chamber maintains a Facebook page to promote its members. As a member you have the opportunity to send info you would like us to share on the site. The Chamber also will share public posts that you share on your Facebook page.

Instagram: The chamber maintains an Instagram account and shares images of Julian, member posts as well as visitor's posts. We have implemented the hashtag #visitjulian and also use other popular hashtags to gain views of Julian images. Visitor posts that are found are often also shared on Facebook.

Twitter: All chamber Facebook posts are automatically shared to the chamber Twitter feed.

Facebook Group: The Chamber participates in the group designated for Julian merchants and businesses and shares updates and important information for Julian businesses. We also use this group to collect information and ideas from the Julian business community.

Mailing Labels: Members can request a one-time printing of the entire membership mailing list on labels at no charge. We can also provide the list digitally.

New Member Packet Inserts: Chamber members can supply brochures, fliers, or coupons designed for enclosure in a packet offered to new residents to Julian or to prospective Chamber members. This is a free service for Chamber members. The printed

material is to be supplied to the Chamber office and should be printed on paper no larger than one sheet of 8 ½“ x 11”, so it can be folded.

Concierge Packet Inserts: Chamber members can supply trinkets, brochures, fliers, or coupons designed for enclosure in a packet offered to Concierge desks down the hill. This is a free service for Chamber members. The printed material is to be supplied to the Chamber office and should be printed on paper no larger than one sheet of 8 ½“ x 11”, so it can be folded.

Seminars and Workshops: Occasional seminars and workshops are held and are sponsored by the Chamber. These events help equip member businesses in their dealings and updates members on changing regulations as well as technology and marketing.

Small Business Service: The Chamber has a large network of business connections. Whether members are looking for sites, developers or counseling, the Chamber can direct members in the right direction. The Chamber works closely with the Small Business Association and SCORE agencies to provide support for the Julian business community.

Referrals: The Chamber of Commerce proudly serves as the front door to the community. Thousands of requests are made each year for referrals to businesses. Only Chamber members are referred, unless there are no Chamber members in the category being requested.

Member-to-Member Program: This program allows Chamber members the opportunity to offer other Chamber members special pricing and/or discounts at their businesses.

Marketing Committee: The chamber marketing committee meets monthly to discuss strategies to increase visitation to Julian and its businesses. Members are welcome to join. The committee surveys members for their priorities and works to implement them into the marketing plan.

Events: The Chamber sponsors up to 8 events annually. These events are intended to expose niche markets to the beauty and the businesses in the Julian area. These events encourage repeat visits to our area to help grow member businesses.

Julian APP: Members are eligible to participate in the Julian APP which is available for download and widely promoted for visitors. Non-members will pay a significantly higher rate to participate in the APP.