

JULIAN CHAMBER OF COMMERCE

MEMBERSHIP BENEFITS

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 monthly 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 month, increasing the visibility of our member businesses. Listings can be updated and keywords added by the member, increasing search results.

Enhanced Online Listing. Each member is offered the opportunity for a graphic feature of their business that can be placed on the business listing. It is a better, visual representation of the business. We also use this feature graphic to share member businesses on social media with great engagement.

Website Calendar: Our website maintains a calendar of events. As a member you are entitled to add your business’ events including specials at your location to this calendar.

Visitor Center: We have 9 separate poster holders in the visitor center. They feature upcoming events and information about Julian. Each Month 3 members are prominently featured inside the visitor center. Non profits are also able to reserve our Town Hall Porch Window Box for an entire month to feature their non profit and the services it provides.

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.

Newsletter: Members may submit information about their business for inclusion in the Chamber Monthly Newsletter & eNewsletter. The Newsletter is mailed to over 300 members and our eNewsletter reaches over 2,500 registered guests. You can utilize this benefit to showcase new product lines, business changes, and your upcoming events.

Information must be supplied 30 days in advance of the month you wish to have your information appear in either publication.

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 Networking: The Chamber maintains a Facebook page to promote all things Julian and the chamber members. Currently we have over 12,000 followers. As a member you will have the opportunity to send info you would like us to share on our social media page. In addition, we add any Facebook events that you create to our list of events on Facebook. We also have 3400 Instagram followers with whom we share visually stimulating photos of the Julian area.

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

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.

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.

Seminars and Workshops: Occasional seminars and workshops are held by the Small Business Association and other organizations and are sponsored by the Chamber. These events help equip member businesses in their dealings and updates members on changing regulations.

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. Hundreds 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.

Outreach: Representatives of the chamber attend tourism tradeshows to promote visitation to our area. During these tradeshows we also get the opportunity to meet with tour guides and many people in the hospitality industry and share with them information on our area.

Familiarization Tours (FAM Tours). Approximately 3 times per year we host hospitality professionals in Julian. We take them to the major attractions and we also let them spend free time on Main Street. We send them home with a pie and our handouts and guides.

Advertising: Selectively the chamber advertises our area in print. This includes the Julian and Ramona Guides, select hospitality magazines and occasionally in news. The chamber also advertises its major events online with San Diego Tourism Authority and other well know online outlets.

Town Decorations: Each year town is decorated for the Holidays enhancing the visitor experience when visiting. In addition, musicians are hired and Santa Clause is hired to be at town hall (porch) weekends in December.

Lodging Member Benefits

1. Brochures / rack-cards and/or business cards at our visitor center
2. Addition to our list of rentals hand out to visitors and on website (printable)
3. Listing under proper category on our lodging page on our website
4. You may call or email us weekly to let us know if you have openings in that given week and we will add your listing to our “available this week” page on our website.
5. Social Media Sharing of your location to/with our over 10,000 followers on Facebook and nearly 3k on Instagram and our growing Pinterest Following
6. Opportunities to provide information to Tour Guides and other Familiarization Tour participants.