



Benefit Pillars for Business – All Member Access and Representation

- Advocacy
- Savings Opportunities
- Celebrations
- Brand Awareness / Visibility
- Business Development Support
- Chamber and Community Involvement
- Destination Marketing and Stewardship

Engagement Options – For Detailed List See Chart

Community Advocate – \$15,000

Premier Membership Benefits and Access Countywide

- Spotlight recognition as a Contributor to Collective Community and Economic Impact
- Countywide access to professional resources, representation, and membership through Greater Ukiah Business and Tourism Alliance; The Mendocino Coast Chamber of Commerce; and The Willits Chamber of Commerce
- Access to curated roundtable events and relationship development with key leaders and elected officials
- Brand awareness and visibility through sponsorship of major events and festivals
- Invitation to participate in social, cultural, economic, and philanthropic opportunities

Leadership Circle - \$5000

Embrace and support the transformational work of the Greater Ukiah Business and Tourism Alliance

- Countywide access to professional resources, representation, and membership through Greater Ukiah Business and Tourism Alliance; The Mendocino Coast Chamber of Commerce; and The Willits Chamber of Commerce
- Brand awareness and visibility through sponsorship of major events

Innovator - \$2000

For members that desire a higher level of services

- Countywide access to professional resources, representation, and membership with Greater Ukiah Business and Tourism Alliance; The Mendocino Coast Chamber of Commerce; and The Willits Chamber of Commerce
- Engage in strategic conversations around common business issues
- Increased visibility as a business leader and supporter of community

Growth Stakeholder - \$750

Engagement and access to member concierge services specific to individual business needs

- Access to professional consultation through the Greater Ukiah Business and Tourism Alliance; The Mendocino Coast Chamber of Commerce; and The Willits Chamber of Commerce
- Workforce and business development support
- Opportunities for strategic partnerships

Access Member - \$375

Gateway opportunities for business access and visibility

- Access to professional consultation through the Greater Ukiah Business and Tourism Alliance
- Marketing opportunities and spotlight ventures

Business Classic - \$200

Utilize the organizational impact of all benefit pillars and membership

***Non-profit, individual memberships and membership grants available, request information**



| MEMBER BENEFITS | Community Advocate | Leadership Circle | Innovator | Growth Stakeholder | Access Member | Business Classic |
|--|--------------------|-------------------|-----------|--------------------|---------------|------------------|
| Advocacy | | | | | | |
| Invitation to participate in economic development and industry roundtables and seminars countywide | x | x | x | x | | |
| Representation in business roundtables with local officials | x | x | x | x | x | x |
| Advocacy and engagement benefits with CalChamber | x | x | x | x | x | x |
| Rural Tourism and Economic Development Representation on North Coast Tourism Council Board of Directors | x | x | x | x | x | x |
| Savings Opportunities | | | | | | |
| Complimentary Entry for Adventist Health Golf Tournament | x | | | | | |
| VIP Seating and Parking at Events *when applicable | x | x | | | | |
| Complimentary Tickets to Destination Hopland Event | x | x | x | | | |
| Access to Member Pricing for Events | x | x | x | x | x | x |
| Members Only Discounts and Pricing | x | x | x | x | x | x |
| Celebrations and Learning | | | | | | |
| Invitation to Breakfast Roundtable with Electeds and Civic Leaders | x | x | | | | |
| Exclusive Invitation to Leadership Circle Reception | x | x | | | | |
| Luncheon with Members and Board of Directors | x | x | x | | | |
| Invitation to Select Roundtable Events | x | x | x | x | | |
| Luncheon for Members with Speaker | x | x | x | x | x | x |
| Publicize Business Milestones | x | x | x | x | x | x |
| Ribbon Cutting * Promote Open House Events | x | x | x | x | x | x |
| Host Mixers and Networking Gatherings for Members | x | x | x | x | x | x |
| Access to Educational Workshops | x | x | x | x | x | x |
| Brand Awareness and Visibility | | | | | | |
| Logo and Link on all Constant Contact Emails | x | x | x | | | |
| Member Spotlight Feature in Newsletter | x | x | x | x | | |
| Logo on Homepage with Click-through to your website | x | x | x | x | | |
| Featured Business Listing in Relocation Packet | x | x | x | x | x | |
| Eligible for participation in Media FAM Tours to Area | x | x | x | x | x | |
| Business Insert for Trade Show Give Away Bags | x | x | x | x | x | |
| Run Banner Ad on Website | Comp | Comp | Comp | Comp | x | x |
| Social Media Promotion - Major Event; Offer; Announcement | Limit 8 | Limit 6 | Limit 4 | Limit 3 | Limit 2 | Limit 1 |
| Submit Events on Website | x | x | x | x | x | x |
| Member Directory Category Listings | x | x | x | x | x | x |
| Promotion Opportunities at Chamber Events | x | x | x | x | x | x |
| Love Local Mendo - listing and marketing support | x | x | x | x | x | x |
| Constant Contact Email Marketing Outreach for Specific Promotion | Limit 5 | Limit 4 | Limit 3 | Limit 2 | Limit 1 | |
| Business Development | | | | | | |
| Concierge Support with Local City Government | x | x | x | | | |
| Relocation Packets for Prospective Employees | x | x | x | x | | |
| Direct Referrals to Your Business | x | x | x | x | x | x |
| Membership Mailing List | x | x | x | x | x | x |
| Job Postings & Member to Member Deal Listings | x | x | x | x | x | x |
| Access to Workforce and Business Development Support | x | x | x | x | x | x |
| Member to Member Access and Networking | x | x | x | x | x | x |
| CalChamber resources for HR and Regulatory Information | x | x | x | x | x | x |
| Chamber and Community | | | | | | |
| Membership in Greater Ukiah Business and Tourism Alliance, the Mendocino Coast Chamber and the Willits Chamber of Commerce | x | x | x | | | |
| Opportunity to participate as a member of active committees | x | x | x | x | x | x |
| Speaking Opportunities at Chamber and Community Events | x | x | x | x | x | x |
| \$5 Dues Investment towards Chamber Scholarship Fund | x | x | x | x | x | |
| Invitation to Participate in Holiday Trolley | x | x | x | x | x | x |
| Participation in Hometown Holiday Celebrations | x | x | x | x | x | x |
| Participation in invitational economic development and industry roundtables and seminars | x | x | x | x | x | x |
| Weekly Newsletters for Updated Information and Resources | x | x | x | x | x | x |
| Destination Marketing and Stewardship | | | | | | |
| Invitation to be Ambassador at Trade Shows with Visit Mendocino | x | x | x | x | x | |
| Concierge referrals to your business from Visitor Center | x | x | x | x | x | |
| Opportunity to be part of Travel FAM Tours to the Area | x | x | x | x | x | x |
| Invitation to Tourism Focused Roundtable Discussions | x | x | x | x | x | x |
| Participate in Countywide Festivals with Visit Mendocino | x | x | x | x | x | x |
| Placement of business information at Visitor Center | x | x | x | x | x | x |
| Marketing Support through Visit Ukiah visitor facing website | x | x | x | x | x | x |
| Tourist Engagement and Brand Awareness Promotions | x | x | x | x | x | x |