



PASO ROBLES CHAMBER OF COMMERCE PRESENTS:

2022 MEMBERSHIP BENEFIT GUIDE

INTRO

The Paso Robles Chamber of Commerce is a leader in strengthening the economic health and prosperity of the Paso Robles business community. The Chamber provides opportunities for business leaders to convene, connect, learn, advocate and grow to foster a culture of engaged, committed and successful businesses embracing the Paso Robles Community.



Gina Fitzpatrick

*President/CEO Paso Robles
Chamber of Commerce*

OUR MISSION:

The Paso Robles Chamber of Commerce promotes economic vitality, empowers leaders, champions businesses, fosters civic engagement and honors our history.

*Cover photo credit:
DAOU Vineyards*

WELCOME

For more than 100 years the Paso Robles Chamber of Commerce has been the catalyst for economic vitality in our community. We've partnered with elite companies, such as yours, to remain leaders in the prosperity of businesses and residents. We are the spearhead for a local business community who is constantly reinventing itself and thriving as we meet new opportunities.

But we can't do this alone!

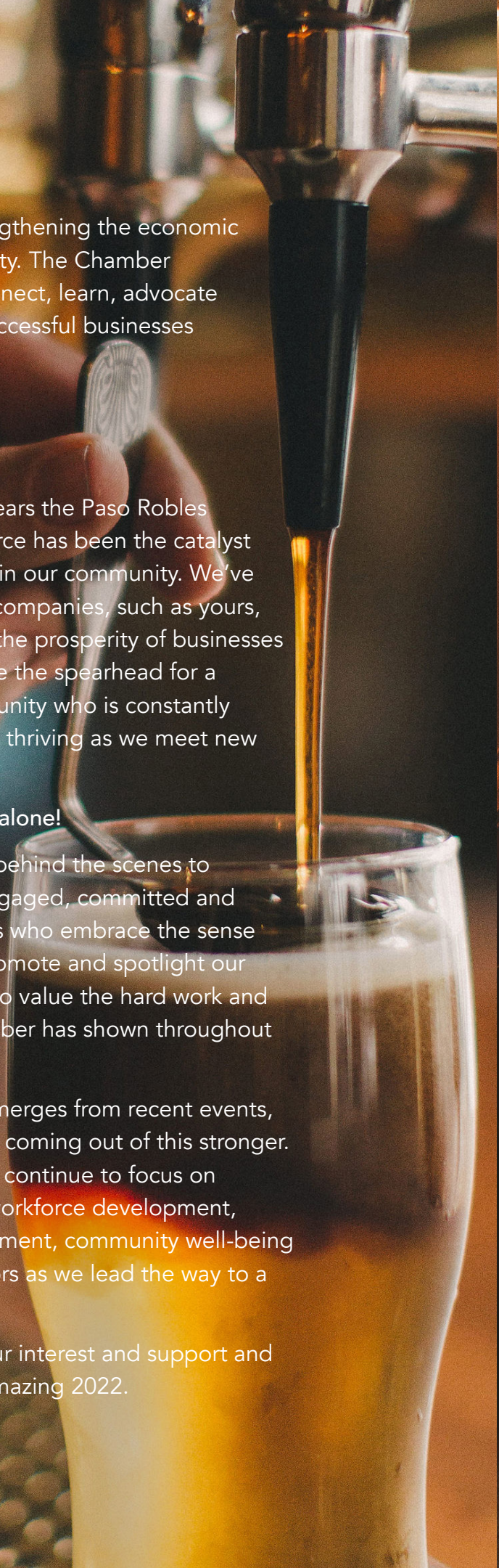
While we work hard behind the scenes to foster a culture of engaged, committed and successful businesses who embrace the sense of community, we promote and spotlight our business partners who value the hard work and dedication the Chamber has shown throughout the decades.

As our community emerges from recent events, we are committed to coming out of this stronger. It is essential that we continue to focus on business retention, workforce development, membership engagement, community well-being and welcoming visitors as we lead the way to a redefined future.

We thank you for your interest and support and look forward to an amazing 2022.

Gina Fitzpatrick

President/CEO



LETTER FROM MEMBERSHIP

My two years as Membership Coordinator for the Paso Robles Chamber certainly did not go as planned. I am so proud of the way we were able to step up and do our part to help our business community work its way through it. We spent this time looking at the role the Chamber of Commerce plays in the community. How do we show value to our members in a digital world? How do we support the sole proprietor in a downtown office and a technology company with two hundred employees? For decades, membership fees were based on employee count; all members received the same benefits regardless of how much they paid. It is time for a change. For 2022 we adopted a tiered dues structure which provides benefits based on the investment level YOU select. This new system will provide the opportunity to receive many new and exciting benefits, even at the entry level. Different businesses have different needs and expectations from their membership. This new model will guarantee that you have a voice in choosing the package that is important to your business needs and is aligned with the Chamber's mission to promote economic vitality.

Our tiered structure includes Build, Develop, Thrive, Prosper, & Succeed levels. Benefits increase as the investment level increases--regardless of the number of employees at your location. We will also continue to have our elite business sponsors, Chairman Circle Partners, at the Silver, Gold, Platinum and Diamond levels.

We want to pick the best fit for your business--you will be a valued member of our organization.

I look forward to meeting with you to find the membership level right for you and your business.



Jeff Railsback

Membership Coordinator

membership@pasorobleschamber.com

Direct (805) 369-6167

CORE VALUES:

Stewardship – We are accountable, trustworthy, resourceful and responsive advocates for the needs of the Paso Robles businesses and community.

Operational Excellence – We embrace a mindset of professionalism and thrive in an environment built on sustainable practices and ongoing improvement.

Pioneering – We lead by welcoming change and commit to using creative strategies, which raises the bar for future success.

Collaboration – We have fun, embrace diversity and bring individuals together to foster the spirit of community.

BUILD - \$349

- Ability to bid on Chamber Services
- Vendor at Events
- Business Listed in Chamber Directory (online)
- Post Events, Jobs, News Releases & Hot Deals on Chamber Website
- Complimentary Admission to All Chamber Mixers
- New Member Orientations
- Public Policy Briefing – Access & Services
- Affinity Program Benefit
- Business Advocacy at Local/State/& Federal Levels

DEVELOP - \$699

- Annual (2) Certificates of Origin
- 10% off Paso Robles themed merchandise
- Additional Category Listing
- Enhanced Brochure Listing
- Event Sponsorship Opportunities
- Mailing List – Member Addresses
- Social Media Sharing
- Human Resources Update (2 event tickets)
- Ribbon Cutting at Your Location

+All Previous Tier Benefits

MEMBERSHIP BUNDLES

THRIVE - \$999

- Highlighted Chamber Brochure Listing
- Personal Interview on Job Postings Website
- Ad on Visitor Center TV
- Feature on Chamber Blog
- Feature on Social Media
- Insert in Welcome Packet
- Banner Ad on Website
- IT/Cybersecurity Consultation
- Unlimited Certificates of Origin
- Member Engagement Overview Meeting with CEO

+All Previous Tier Benefits

PILLAR

(INDIVIDUAL & FAMILY)
- \$200 ANNUALLY

- \$25 Discount to Annual Dinner
- 10% Discount in Visitor Center
- Eligible to Serve on Chamber Committees
- Invited to Chamber Mixer & All Events

NONPROFIT

BUILD TIER: \$299, 50% OFF ALL OTHER TIERS

- 50% Marketing Discount
- Eligible to Receive Member Donations
- Featured at Chamber Events

PROSPER - \$1749

- 1 Paso Pitch at Wake Up Paso
- 1 Annual Wake Up Paso Pass
- VisitPaso.com Ad (3 month)
- Social Media Consultation Workshop
- Advertise in Visitor Center Window Display

+All Previous Tier Benefits

SUCCEED - \$3000

- Business Leader Summit (2 tickets)
- Member Spotlight Video (2 min)
- Hero Shot Video Ad (3 month)
- State of the North County (2 tickets)
- Co-Sponsor 1 Wake Up Paso Event

+All Previous Tier Benefits

Benefit	Build	Develop	Thrive	Prosper	Succeed
Business Listed in Chamber Online Directory					
Post Events, Jobs, News Releases & Hot Deals					
Ability to bid on Chamber Services					
Recognition as Chamber Member					
Complimentary Admission to All Chamber Mixers					
Member Orientations					
Ability to serve on Chamber Committee					
Public Policy Briefing					
Affinity Program Benefits					
Business Advocacy at Local, State & Federal Level					
Brochures listing**					
Member Pricing for Events					
Additonal Category Listing					
Ribbon Cutting at Your Location*					
Two Certificates of Origin					
Discounts on Paso Themed Merchandise					
Opportunities to Sponsor Events					
Member Mailing Lists					
Social Media Sharing					
Enhanced Listing in Chamber Brochure					
Participate in Business Roundtables					
Priority Listing in Directory					
Additonal Webpage					
Ad on Visitor Center TV (1 month)					
Personal Interview on Job Posting Website*					
IT/Cybersecurity Consultation					
Feature on Chamber Blog					
Highlighted Listing in Chamber Brochure					
Feature on Social Media					
Banner Ad on Website					
Human Resources Update (2 event tickets)					
Unlimited Certificates of Origin					
Member Engagement Overview Meeting with CEO					
Paso Pitch					
Wake Up Paso Annual Pass					
Focused Ad on website					
Insert in Welcome Packet					
Social Media Consultation Workshop (1 event ticket)					
Advertise in Chamber/Vistor's Center Window Display					
Business Leader Summit Invitation					
Member Spotlight Video					
Hero Shot Video Ad					
State of North County (2 event tickets)					
Wake Up Paso Sponsorship					

*New members, Grand openings or new locations only

** As appropriate based on category

MARKETING & BRANDING

- **Business Listed in Chamber Directory**
 - › Every member gets their own Chamber webpage and listed in our online member directory
- **Post Events, News Releases & Hot Deals**
 - › Use our website as a platform to reach out to other members, visitors, and our community.
- **Brochures listing**
 - › The Chamber creates a series of brochures for industry specific businesses. Current editions include Eat, Play, Stay, Drink & Downtown. An enhanced listing includes bolded text to help you stand out. A highlighted listing is moved to the top of the page.
- **Opportunities to Sponsor Events**
 - › Promote your brand with the leading business organization in Paso Robles.
- **Social Media Sharing**
 - › Increase your social media exposure by leveraging the Chamber's following.
- **Priority Listing in Directory**
 - › Your business will pop to the top of our online directory.
- **Additional Webpage**
 - › Vital for those who have a second location or additional segment of their business to highlight.
- **Ad on Visitor Center TV**
 - › Advertise your business in our newly revitalized Visitor Center.
- **Feature on Chamber Blog**
 - › You provide the content and we'll circulate your message.
- **Feature on Social Media**
 - › Reach thousands through our Facebook, Twitter, and Instagram accounts.
- **Banner Ad on Website**
 - › Pictures are worth a thousand words. Try Banner ads on our highly trafficked website.
- **Paso Pitch**
 - › Throw a quick Pitch and feature your business or event at our popular Wake Up Paso program.

- **Focused Ad on website**
 - › Advertise your business on our Chamber website or dedicated visitor's sub-site.
- **Welcome Packet Insert**
 - › Provided to all of our new members!
- **Chamber & Visitor Center Window Display**
 - › Promote your business or event in our downtown picture window.
- **Member Spotlight Video**
 - › Create a promotional video to air in our Visitor Center and on social media.
- **Hero Shot Video Ad**
 - › Make a splash at the top of our own PasoRoblesChamber.com website.
- **Wake Up Paso Sponsorship**
 - › Show your community support at one of our signature events.

RESOURCES

- **Ability to bid on Chamber Services**
 - › Only members are invited to provide services as a vendor for the Chamber of Commerce.
- **Post openings on Chamber job board**
 - › A great resource when looking to add to your team!
- **Public Policy Briefing**
 - › Gain access to updates on issues impacting our business community.
- **Affinity Program Benefits**
 - › Take advantage of exclusive member to member offers. Or better yet, showcase your business by becoming a part of the program.
- **Business Advocacy at Local, State & Federal Levels**
 - › The Chamber engages all levels of civic leaders on a variety of hot topics.
- **Certificates of Origin**
 - › If you need it, you know what it is. We provide the seal that shows your product was made in Paso Robles.
- **Discounts on Paso Themed Merchandise**
 - › Come to the Visitor's Center to purchase our Paso themed bling and receive an exclusive discount!

- **Personal Interview on Job Posting Website**
 - › Show the personality of your business letting potential employees know why they should want to work for you.
- **IT/Cybersecurity Consultation**
 - › Protect your business by meeting with a WTC Services consultant to assess the security of your network.
- **State of North County**
 - › Hear from local business and community leaders at this annual event.
- **Member Engagement Overview Meeting with CEO**
 - › Take Gina to Lunch? Maybe a coffee? Learn more about your Chamber and how we can help you identify business goals to achieve success!

CONNECTIONS & RELATIONSHIPS

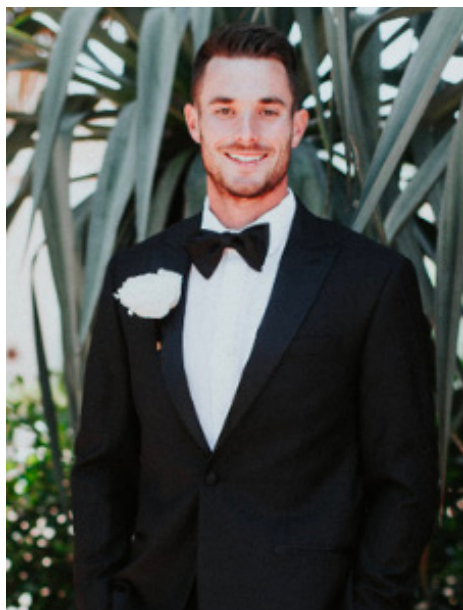
- **Complimentary Admission to All Chamber Mixers**
 - › Join us at our regular networking event and enjoy some of the best Paso has to offer.
- **Member Orientations**
 - › Meet and engage with other business leaders and learn how to make the most of your membership.
- **Member Pricing for Events**
- **Ability to serve on Chamber Committee**
 - › Make a difference in our business community by serving on one of our committees.
- **Ribbon Cutting at Your Location**
 - › Celebrating a new location or Grand Opening? Let our team promote you and share in the experience. .
- **Recognition as Chamber Member**
 - › Gain credibility with new customers by displaying a window decal or digital Chamber logo.
- **Member Mailing Lists**
 - › Send a mailer to hundreds of engaged businesses.

TRAINING & DEVELOPMENT

- **Human Resources Update**
 - › Hear directly from employment experts on changes that may impact your business.
- **Wake Up Paso Annual Pass**
 - › You know you want to attend! We made it easy by creating a Wake Up Paso Annual Pass.
- **Social Media Consultation Workshop**
 - › Learn the tricks to make the most of your social media presence.
- **Business Leader Summit**
 - › Exclusive invitation to collaborate and innovate with key leaders.



PASO ROBLES CHAMBER OF COMMERCE BOARD OF DIRECTORS



Isiah Gomer

2021 Chairman of the Board
Paso Robles Waste & Recycle

With 2022 fast approaching, our community is ready to get back to business and your Chamber will be a big part of that process. The upcoming year will include our favorite Chamber events such as our Membership Mixers and our Annual Gala, but also a focus on Workforce Development, Business Advocacy, and expanded marketing opportunities. Paso is back in business. We are excited to have you as a partner in our shared success.



Malani Anderson
Turley Wine Cellars



Miranda Battenburg
SLO Sweets



Fred Bruen
Realtor



Rex Caudle
Battery Systems



Jim Cogan
805 AgTech



Robert Covarrubias
Cova Lending



Henry Elisarraraz
State Farm Insurance



Steven Herring
All About Events



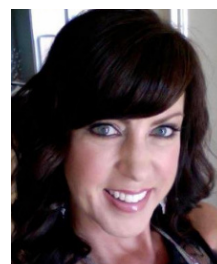
Victor Popp
La Quinta Inn & Suites



Julie Richardson
Community West Bank



Mark Samsow
Hampton Inn & Suites



Traci Stevenson
Club Pilates



Darryl Stolz
Pacific Trust Mortgage



Mike Talen
Cold Stone Creamery



Debbie Thomas
Thomas Hill Organics



Thomas White
WTC Services LLC



Ashley Wilken
The Rice Partnership

