

YOUNTVILLE
CHAMBER of COMMERCE

2021



SIGNATURE MEMBERSHIP

HELPING BUSINESSES PROSPER.
HELPING OUR COMMUNITY THRIVE.

A 'Hello' from our Leadership

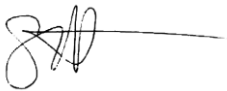
Through your investment and partnership with the Yountville Chamber of Commerce, you are helping to build a stronger community. We believe, when we work together, we have the power to ensure Yountville and the Napa Valley is a great place to live, work and play for generations to come.

Nearly three years ago the chamber began a pivot in the organization's strategic direction, focusing on the modern needs of our members, our town and beyond. This pivot is rooted in our four key vales that drive everything we do: building a thriving community; being your champion; driving commerce and promoting Yountville.

We are committed to providing our members, residents and community with top notch customer service and the resources they need to thrive.

We look forward to working with you to fulfill our mission of enriching the vibrancy of our community.

Thank you for your support!



Stephanie Leavitt
Chair, Board of Directors
Yountville Chamber of Commerce



Whitney Diver McEvoy
President & CEO
Yountville Chamber of Commerce

Your Chamber

The Yountville Chamber of Commerce is dedicated to serving our membership through work to enhance the economic prosperity and community well-being in Yountville and the Napa Valley.

Our Mission: Enriching the Vibrancy of Our Community

Our Vision: To be *the* Premier Small-Town Destination

Four Key Values

Building a Thriving Community

The most important roles a chamber of commerce has is building a thriving community of connected people. This connectivity enables us to go father together.

- Chamber Mixers
-
- Membership Jubilee & Awards Ceremony
-
- Associate Member Committee
-
- Annual Celebrity Chef Veterans Day Luncheon
-
- Yountville Locals Flight
-
- Residents Bash

Driving Commerce

We are a catalyst for business growth and strengthening our local economy. At the core of this is providing our businesses with the tools and resources they need to thrive.

- Retail Committee
-
- Wine Hospitality Committee
-
- Yountville Welcome Center
-
- Member to Member Benefits
-
- Professional Development Opportunities

Being Your Champion

The Yountville Chamber is a fierce champion for a stronger community. This begins with a balance between our businesses and our residents.

- Valley Wide Chamber Collaboration
-
- Yountville General Plan Update
-
- Workforce Development
-
- Public Policy
-
- Wines by the Glass
-
- Parking Workshop

Promoting Yountville

We are proud to promote Yountville and the Napa Valley as a premier destination.

- Promotional Lightpole Banners
-
- Yountville Visitor Brochure
-
- Social Media
-
- Hosting Media Familiarization Tours
-
- Bay Area Lift TV Feature
-
- Digital Advertising Campaigns
-
- Yountville.com

Strategic Plan 2020 - 2021

The Yountville Chamber's work is shaped by our Strategic Initiatives Document, which reflects the chamber's policy priorities in the business community, and our three-year plan drives organizational priorities of the chamber.

The strategic plan is focused on five key areas of the Chamber: economic development, visitor expectations, nurturing and cultivating productive relationships with stakeholders, running a sustainable business, and influencing the long-term direction of the Yountville brand.

A strategic implementation plan is developed each year by the chamber and reviewed monthly to measure progress on priorities and tactical success. The strategic plan is regularly reviewed and updated to ensure that it is aligned with the evolving needs and priorities of our members.

As a member of the Chamber or the community, we hope that this provides more clarity on the key priorities and initiatives of the Yountville Chamber Board.

MISSION

Enriching the Vibrancy of our Community

VISION

To be the Premier Small-Town Destination

WE WEAR TWO HATS

Chamber of Commerce & Destination Marketing Organization for Yountville

STRATEGIC INITIATIVES

1. Generate Positive Economic Impact for Yountville and Surrounding Community
2. Exceed Visitor Expectations
3. Nurture and Cultivate Productive, Mutually Beneficial Relationships with Stakeholders
4. Run an Effective and Sustainable Business
5. Influence the Long-term Direction of Yountville and its Brand

Value of a Chamber Membership

We believe that the health of the business community and health of the larger community in which it lies are inextricable. We believe that our work – providing the resources that businesses need to succeed – is central to a vibrant community.

73%
INCREASE in
Consumer
Awareness

Consumers
are 80%
MORE
LIKELY to
buy from a
Chamber
Member

WHAT IS
THE
CHAMBER
DOING FOR
YOU?

68%
INCREASE in
Local
Reputation

58% MORE
LIKELY to eat
at a chamber
member
restaurant

86% Believe the Local
Chamber of Commerce
helps create jobs

49% HIGHER
favorability when
a business is a
chamber
member

Immediate Benefits of Membership

- Credibility
- Referrals
- Listing in Chamber's Business Directory
- Increased SEO
- Social Media Recognition
- Updates on local business issues
- A team of professionals to help you maximize your networking, visibility and to advocate on your behalf

Signature Membership Benefits



Preferred Signature Membership Benefits

- **Networking opportunities throughout the year**
1,300+ Members attended networking mixers on average per year
- **SEO (Search Engine Optimization) Directory Listing on Yountville.com**
168,000+ Visitors to Yountville.com in the last 12 months
- **Opportunity to post your company's announcements through chamber social media platforms**
38,100+ Facebook fans
22,200+ Instagram followers
4,100+ Twitter followers
- **Opportunity to post your company's announcements in the monthly e-Newsletter**
1,200+ member subscribers
- **Opportunity to post company events to Yountville.com Events Calendar**
- **Educational Seminar Series – complimentary seminars on topics most requested by our members**
- **Ambassador Program – an opportunity for leadership and increased engagement with our members**
- **Visitor Center operations: your business literature distributed in our visitor center with an average of over 30,000 visitors annually; liaison to Visit Napa Valley tourism council**
- **Discounts (i.e. Office Depot products, services, certificates of origins, and more)**
- **Ability to participate in Chamber Committees**
- **Advocacy to local elected officials**
- **Opportunity to engage in Yountville Community Events, i.e. Resident's Bash, Veteran's Celebrity Luncheon, and Art Sip & Stroll**

Membership Information

ANNUAL DUES:

TYPE OF BUSINESS	AMOUNT
Non-profit	\$250
Business	\$500
Hotels with 12 + Rooms	\$810
Hotel with Spa or Restaurant	\$1250
Hotel with Spa & Restaurant	\$2,000



BENEFITS:

CONNECTING TO OUR COMMUNITY	DIGITAL SUPPORT
Member-only access to monthly e-newsletter	Online directory listing on Yountville.com
Opportunity to sponsor community events	Listing on Yountville App - myville.com
New member announcement in e-newsletter	Organic Social Media Content
Business profile listing on Yountville.com	Posting of member content on social media
Opportunities to submit events and news for e-newsletter	Ability to send out a dedicated email blast to chamber members and subscribers
Opportunity to sponsor chamber events	Unlimited posting of events on Yountville.com
Accessibility to President & CEO	Opportunity to purchase banner ads on Yountville.com
Accessibility to Community Leaders	Ability to place YCC logo on your website
Accessibility to Yountville Associate Members	Access to graphic design services
Community involvement and volunteer opportunities	
CONNECTING TO BUSINESSES	TOURISM & PROFESSIONAL MARKETING SERVICES
Monthly Mixers	FAM - Media Trips
Member Appreciation Event	Press Releases
Signature Event Sponsorship Opportunities	Year-round Public Relation efforts to promote Yountville as a Destination
Signature Event Member Ticket Pricing	Year-round Social Media efforts to be the voice of Yountville
Educational Seminars/Workshops	Maintenance of Trip Advisor Page
Access to neighboring chamber seminars and workshops	Yountville Wine Walk promotion
Committee involvement	
Ambassador program to connect businesses	BUSINESS ESSENTIALS SUPPORT
Chamber presence and endorsement at grand openings and ribbon cutting ceremonies	New Member Orientation
	Resources for Business Compliance
	Access to savings of 15-25% annually on office supplies through Office Depot
	Job Postings on e-newsletter and on YountvilleChamber.com
CONNECTING TO CONSUMERS	
Referrals through Yountville Welcome Center	Discounted Certificate of Origin
Display of marketing materials in the Yountville Welcome Center	Notary Public Services
Access to Community Event Display Case	Legislative updates & information
Window Decal	Member to Member Discounts
	Business Operations Resources for Local, State, and Federal

Leadership Circle Partners

Investing in Long-Term Success

The Yountville Chamber of Commerce Leadership Circle is the premiere opportunity for our members to invest in the long-term success of our community. The Leadership Circle recognizes our members that take on the dynamic role in growing our economy, strengthening the relationships in our community, promoting business successes and are committed to actively giving back to Yountville and the Napa Valley. Members of the Leadership Circle are truly LEADERS of our community.

Thank you, Leadership Circle Partners!

PLATINUM PARTNERS



GOLD PARTNERS



SILVER PARTNERS



BRONZE PARTNERS



Chamber Supported Events

BUILDING A THRIVING COMMUNITY

The Yountville Chamber of Commerce is committed to giving back to our community and its residents. In cultivating this relationship, the town offers our businesses unique opportunities for visibility at the chamber's Signature Events and for Town events.

Art, Sip & Stroll

Saturday, June 12, 2021

At the end of every April, the Yountville Arts Commission and Town of Yountville invites visitors to stroll up and down Washington Street to visit wine tasting booths, art and jewelry displays, art galleries, wineries, tasting rooms and enjoy live music and food. Last year there were more than 5,000 visitors in attendance.

Membership Jubilee & Awards Ceremony

Wednesday, May 5, 2021

This high-profile event is going virtual! Join us in celebration to say 'thanks' to you, our members, and provide an opportunity to recognize outstanding business people in our community who help to make this a premiere place to work, play, and live. Together we will be premiering this event live online. Opportunities to sponsor available!

Residents BASH

August 2021

Join the Town of Yountville for its 5th Annual Birthday Celebration. Exclusive to Yountville Residents, this is the perfect opportunity to greet neighbors with a glass of wine and get to know them over a few bites of food and on the dancefloor.

Veteran's Celebrity Chef Luncheon

November 2021

For Veteran's Day, celebrity chefs, winemakers and dignitaries in Yountville, will salute the residents of the Veterans Home of California when they prepare a multi-course gourmet meal at the 17th Annual Celebrity Chefs Veterans Day Luncheon November 2021. For many Veterans this is an event they look forward to all year.

Holidays in Yountville

November 21 – December 31, 2021

From the Sunday before Thanksgiving Day through December 31, the Town of Yountville becomes the "Brightest Town in Napa Valley" during Holidays in Yountville, featuring six weeks of holiday-related events, activities and performances in the heart of the Napa Valley. Visitors and locals alike are encouraged to enjoy a leisurely stroll through Yountville, taking in the thousands of twinkling holiday lights while exploring Yountville's many shops, tasting rooms, restaurants and hotels. This campaign will be marketed heavily from October through December via print advertising, social media, public relations efforts, and more.

Contact Information

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President & CEO

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JESSICA PENMAN

Director of Community Relations

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(707) 944-0904

VISIT US:

Yountville Chamber of Commerce

Yountville Welcome Center

6484 Washington Street, Suite F

Yountville, California 94599

MAIL US:

PO Box 2064

Yountville, California 94599

CALL US:

(707) 944-0904

FOLLOW US:



@yountvillechamber



@yountvilleca



@yountvilleca

JOIN US:

#yountville #yountvilleca #tasteliferehere

Membership Policy

CHAMBER MEMBERSHIP TERMS

The Yountville Chamber of Commerce is a California nonprofit corporation that is qualified under Section 501(c)(6) of the Internal Revenue Code. Active membership in this corporation shall be open to any person, association, partnership, corporation, limited liability company or other entity having an interest in the mission and purposes of the Chamber. A prospective new member shall comply with those requirements for admission to membership, including the payment of dues, that may be established from time to time by the Chamber's Board of Directors.

ADMISSION OF MEMBERS

Prospective members are required to pay Chamber membership dues in full at the time of application. Membership dues cover a 12-month membership and are renewable each calendar year. Membership dues are based on member category.

Dues, which are subject to change in price, are payable in advance and are continuous until cancelled in writing in advance of the due date.

There may be opportunities for members/prospective members to purchase additional membership packages that focus on specific services or initiatives.

Chamber membership dues may be deductible for Federal income tax purposes as an ordinary and necessary business expense (not as a charitable contribution). However, members should consult their own tax advisors for specific tax information and advice.

HONORARY MEMBERS

Honorary membership in the Chamber may be conferred by the Board of Directors upon persons who or entities that have distinguished themselves in public or business affairs or have been of special service to the Chamber and its mission and purposes. Such honorary membership shall be granted based on the unique circumstances of each relationship. Honorary members shall have all the rights and privileges of active members but shall not be required to pay dues.

TERMINATION OF MEMBERSHIP

The Chamber reserves the right to deny membership, or cancel membership, if the Executive Committee, upon a vote of two-thirds of its members, determines in its sole discretion that a member poses a challenge to the Chamber achieving its mission, or is believed to be incongruent with the values of the Chamber.

NON-PAYMENT OF DUES

Chamber members who do not pay membership dues within 60 days forfeit benefits until the invoice is paid or will have their membership cancelled after 90 days of the due date. In any such case, the Chamber will notify the member of the cancellation, which shall require no further action by the Chamber.

PRIVACY STATEMENT

The Chamber is committed to protecting the privacy of members' personal information. This commitment applies with respect to information that we collect from visitors to the Chamber's Web site, located at www.yountville.com, and to information we collect in order to process commercial transactions initiated by customers on our Web site (including the purchasing or renewing of memberships online). For a complete description of how we treat information submitted by members related to your company's profile, please refer to our privacy policy and legal notices.

LOGO USE

The Chamber licenses its membership logo for display only by Chamber members in good standing. Images may not be modified in any way. If the logo is used on your company's website, it should be linked to the Chamber's website at www.yountville.com. Any use of the image requires prior written permission by the Chamber's Membership Department, (707) 944-0904. Downloading and displaying a Chamber membership logo constitutes your acceptance of these terms.

APPLICATION FEE

New Members are subject to a \$35 application fee, due upon processing. Members who have fallen out of good standing with the chamber for more than 12 months are considered a New Member and are also subject to the \$35 application fee.

YOUNTVILLE

CHAMBER of COMMERCE

Signature Membership Application

Business Directory Information

Company Name			
Address			
City		State	Zip
Phone	Website	General Email Inbox	
Directory Category 1	Directory Category 2	Directory Category 3	Directory Keywords
Facebook.com/	Instagram@	Referred by:	# Full Time Employees

Billing Information

Attn to:	Email
Address	
City	State Zip

First Contact Information

First Name	Last Name	Title	Direct Phone
Cell Phone	Email		Contact Preference Email/Phone

Second Contact Information

First Name	Last Name	Title	Direct Phone
Cell Phone	Email		Contact Preference Email/Phone

Third Contact Information

First Name	Last Name	Title	Direct Phone
Cell Phone	Email		Contact Preference Email/Phone

Payment Information

Name on Card:	Card Type: Visa MasterCard Discover	OR Check here to invoice:
CC#:	Exp:	CVV:

Signature

Signature of Applicant	Date:
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Member to Member Benefit

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***All New Members are subject to a \$35 processing fee.**
New Members include any member rejoining within a 12 month timeframe.