



Sierra County Chamber of Commerce
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October 15, 2020

What a challenging year it has been! Hard to believe, but it is time to renew or join the Sierra County Chamber of Commerce. Your membership is as important as ever, and below you will see why. The Chamber relies on your membership dues to promote our beautiful Sierra County and what we have to offer to our residents and visitors. This year, the Chamber is currently searching for additional board members, contact us for info!

Market research has shown that, if given a choice, consumers will shop with a Chamber member rather than a non-member, because Chamber membership says to the consumer that the business member is trustworthy; is involved in the community; cares about its customers; and is successful. The volunteer-run Sierra County Chamber of Commerce works **very hard** to promote and support our members and we measure our success by our members' success.

What does the Chamber do for its members?

- Business Referrals: Each week, we receive countless calls from residents and visitors wanting recommendations for services, lodging, restaurants, etc. All messages are returned in a timely manner by a dedicated volunteer
- In 2020, the Chamber produced 12,000 Visitor's Guides which were widely distributed. Advertising in the Guide is a benefit of Chamber membership and features all aspects of the county's business community and natural resources
- Sierra County Chamber has actively participated in the annual California State Fair. Our volunteer-built exhibits have repeatedly won ribbons and awards. Volunteers also spent time promoting our county's vast recreational opportunities, gold rush history and viable commerce
- Chamber membership brings credibility to your business and increases your visibility in the community and with visitors. Even though 2020 has been challenging, Sierra County still had many phone/email requests for information and the Visitors Centers have been busy. Your ads are getting out!
- The Chamber is a member of the Gold Country Visitor's Association. We attend travel shows and promote the attributes of Sierra County to individuals searching for that perfect vacation destination
- Free Advertising: Members are encouraged to bring business cards, brochures, etc. to our Visitor Centers in Downieville and Sierra City. The Visitor Centers are usually the first stop when visitors are looking for a recommendation or information
- Website: Membership includes listings and photos of your business on the Chamber website. The Chamber also has a Facebook page which has received hundreds of views and "likes"
- Special events: The Chamber hosts ribbon cuttings and mixers several times a year providing a good source of networking opportunities. The East Sierra Valley Chamber of Commerce is also invited to our mixers which extends the contacts for your business to other parts of the County

To continue providing these services and benefits, we need your support. Please complete the attached renewal application and return by January 15, 2021 to receive the discounted membership rate. We appreciate your confidence in the Sierra County Chamber and look forward to working with you for a prosperous, healthy and safe 2021.

Sincerely,

Sierra County Chamber of Commerce Board of Directors

Mary Ervin
President

Michael Galan
Vice President

Cherry Simi
Secretary/Treasurer

Cindy Haubl
Director