



## Sierra County Chamber of Commerce

P.O. Box 436

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Dear Chamber Members,

October 5, 2017

Chamber membership dues for January – December, 2018 are now due. The Chamber relies on your membership dues to promote our beautiful Sierra County and what we have to offer to our residents and visitors.

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 Sierra County Chamber of Commerce works very hard to promote and support our members and we measure our success by our member's success.

### **What does the Chamber do for its members?**

- Business Referrals: We receive countless calls from residents and visitors wanting recommendations for services, lodging, restaurants, etc.
- The Chamber produces a yearly Visitor's Guide which is widely distributed and features all aspects of the county's business community and natural resources. Advertising in the Guide is a benefit of Chamber membership.
- Sierra County Chamber actively participates 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.
- 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 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 25, 2018 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 2018.

Sincerely,

Mary Ervin, President  
Sierra County Chamber of Commerce