



Special Promotion for First-time & Returning Chamber Members

Dear Business Owner,

Welcome to the Russian River Chamber of Commerce. We are excited to have you on board! In this Membership Information Packet you will find all services the RRCOC offers its valued members. We would like everyone to thrive in the Russian River area and it is our goal to promote your business and this area to the best of our ability. We are here to serve you.

To make this opportunity to work together more affordable, we are offering a \$50.00 discount to New Members and a free 1/2 page ad in our monthly newsletter for current members upon renewal of chamber membership.

We invite you to read this packet in order to discover all of the benefits the Chamber can offer your business. Our offices are staffed 7 days a week to answer any questions you may have concerning your particular business. Please feel free to call us at (707) 869-9000 or send us an email at news@russianriver.com.

Thank you again for your interest in the Russian River Chamber of Commerce.

Sincerely,
The RRCOC Staff

www.russianriver.com



**Welcome to the
Russian River Chamber of Commerce
and Visitor Center**

Located in the Heart of the Russian River Valley

**Our Mission Statement
"To vitalize and promote
a thriving business community
in concert with our natural environment."**

RussianRiver.com

The Russian River Chamber of Commerce is a nonprofit organization with approximately 270 business members ranging in size from the micro-business to mid-size firms to large international companies representing every industry sector in all areas of the Russian River region in Western Sonoma County, California.



Russian River Chamber of Commerce & Visitor Center

Membership Application

Date

Business Name

Name and Title of Contact Person

Business Address (Including Street Address, City, State and Zip Code)

Mailing Address (Include Street Address, City, State, Zip Code - If Different Than Above)

Telephone

Fax

Email

Website

Description of Business - May be used in the RRCOC Newsletter

1-Year Membership	\$ _____
\$25 New Member Fee	\$ _____
Newsletter Inserts/Advertising	\$ _____
Directory Advertising	\$ _____
Website Advertising	\$ _____
Total Due	\$ _____

**Russian River
Chamber of Commerce
& Visitor Center**
P.O. Box 331, 16209 First St
Guerneville, Ca 95446
707-869-9000

**Please return with
payment to:**
(Fax) 707-869-9009
news@russianriver.com
www.russianriver.com



Russian River Chamber of Commerce & Visitor Center

Membership Categories and Rates

Please circle the appropriate membership level and write the amount in the space provided on the membership application

Member Type	A	B	C
1) Lodging Hotels, B&B, Vacation Homes	Under 5 rooms \$250	6 to 15 Rooms \$400	Over 15 Rooms \$500
2) Campgrounds	Under 5 Sites \$200	6 to 15 Sites \$300	Over 15 Sites \$400
3) Restaurants	25 Seats and Under \$200	26 to 50 Seats \$250	Over 50 Seats \$300
4) Bar/Club	Under 100 Capacity \$200	101 to 200 Capacity \$300	Over 200 Capacity \$400
5) Wineries	Under 15K Cases per Year \$200	15K to 50K per Year \$350	Over 50 Cases per Year \$500
6) Retail, Business Services, Recreation: Shops, Consumer goods, Golf, Canoes, Media, Financial etc.	1 to 5 Employees \$200	6 to 10 Employees \$300	Over 10 Employees \$400
7) Recreation Golf, canoes, horseback riding	1 to 5 Employees \$200	6 to 10 Employees \$250	Over 10 Employees \$300
8) Real Estate Companies	1 to 5 Employees \$250	6 to 10 Employees \$350	Over 10 Employees \$400
9) Associate Real Estate Com- panies	\$200		
10) Event Planners/Promoters	\$150	In Lieu of Membership: \$100.00+ per Event Dependent on Chamber Involvement	
11) Individual Artists, Individual Member and/or Cottage Industry	\$150		
12) Non-Profits	\$150		
13) Associates	\$400		
14) Auxiliary Businesses Hotel & Restaurant/Spa	\$100		
15) Charter Members Receives Newsletter subscription only	\$25		

Please contact the RRCOC Office for more information: 707-869-9000 - or Email us at News@russianriver.com



Russian River Chamber of Commerce & Visitor Center

Achieving Our Mission

The Chamber of Commerce is the official ambassador to the Russian River region of Western Sonoma County, California. With more than 50,000 people visiting our two **Visitors Centers** annually, it is imperative that we are knowledgeable about our members, our region, our events, our history and our future. The Chamber encourages members to provide staff with updates through marketing materials, emails and conversations so we can better inform our many visitors. It is a tandem relationship, each providing a flow of information keeping us energized and on target with our purpose to promote a thriving business community.

Marketing and Promotion

Want more visibility?

The Chamber website receives over 200,000 unique visitors annually! All member listings include links directed to their own sites from the Chamber site. Our two visitors Centers welcome 50,000 visitors per year. Adding your promotional materials to the racks at both sites will increase visitors to your business. Take advantage of our co-op marketing opportunities to buy print and radio advertising at discounted rates. The Chamber travels to high volume tourism shows and community events promoting both the Russian River area and your businesses.

Advocacy

The Chamber represents all Russian River businesses and works tirelessly to monitor and influence key business and community issues. We serve as a powerful business voice and advocate at the County, State and Federal level. We work hard to protect our businesses and natural assets.

Chamber Committees:

Up with Downtown
Membership
LGBT Guild
Government Relations
Events
Marketing
Executive
Website
Beautification

**"The greatest achievement
in business is to live up
to one's opportunities,
and make the most of
one's resources"**

Vauvenargues

Why Should You Join the Chamber?

Promoting the economic growth of the Russian River region is our primary goal. The Chamber believes one of its most important tasks is to identify new and innovative markets to introduce our members. These include online travel and business links, pre-and-post convention centers travelers, wedding industry, food and wine travelers, events, grassroots and outdoor industries, and many other markets. But wait, there's more.

Every member also receives the following benefits:

- Chamber website listing and link
- Subscription to the "Currents" (the Chambers monthly newsletter)
- Business referrals and concierge services
- Membership plaque
- Advertising discounts (including print and radio)
- Great networking opportunities at our monthly mixers. Mixers held the first Wednesday of each month.
- Opportunity to host a mixer
- Special events and business related workshops
- Use of the Chamber Visitor Center at our Guerneville and Korbel sites for displaying brochures and flyers
- Public information services
- Use of the Chamber's logo as membership (Must have written permission from Chamber)
- Ribbon cutting ceremonies for new businesses (if requested)
- Ambassador Club Membership
- And finally, New Members receive a special mention in the Chamber Newsletter

The Russian River Chamber of Commerce is here to meet the needs of the people and businesses we service. **The stronger we are as a business community, the more impact and strength we have as a region.** Reminding people of their yester-years at "The River" and introducing new people through marketing and promotions will get them here. Your outstanding customer care will bring them back.

"When one of us thrives, we all thrive."