



# Willits Chamber of Commerce Membership Packet

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## What does the Willits Chamber of Commerce do for our members?

### Your Business *is* Our Business!

Think of us as your 'Public Relations' office. We're here to help promote your business and to keep you aware of local issues that may affect it. We've been doing it since 1926. Along with promoting your business, we also advocate for your interests. A single voice can go unheard, but the united voice of the Chamber of Commerce has proven effective and beneficial to business. We build bridges with the City and other government agencies.

### Why?

Because a strong business climate is important to our community. Strong local sales mean a healthy local tax base – adding to the quality of life in our hometown. Thriving businesses contribute further by providing jobs and products close to our residents' homes and by supporting local non-profit organizations and community campaigns when the need arises. A recent National study found that being an active member in the local Chamber of Commerce is an effective strategy for communicating to consumers that your business "uses good business practices, is reputable, cares about its customers, and is involved in its community."

## Some of our programs



The mission of the North County Women in Business program is to foster growth and opportunities for women through an organized and diverse networking forum. Our purpose is to further the success of women in business through mentoring, education workshops, business spotlights and relevant dialogue in management and leadership issues.

The Willits Local first program is part of an international effort to educate people on the MANY benefits of shopping locally. "On average, 48% of each purchase at local independent businesses was recirculated locally, compared to less than 14% of purchases at chain stores". This recirculation goes in the form of sponsorships to our local kid's sports teams, to local fundraisers and nonprofits, it creates new local jobs, it keeps our library and museum open, goes to local schools, police, the fire department, and so much more. We can strengthen our community by shopping local.



**Think Local • Buy Local • Be Local**

## WHO WE ARE & WHAT WE DO

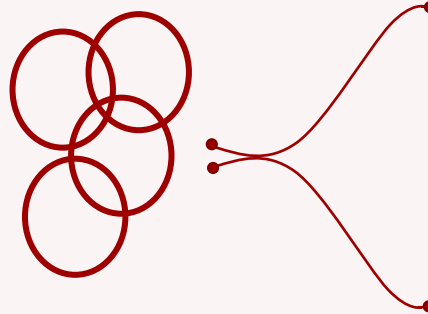
### CATALYST

### BUSINESS GROWTH

**CONNECTIONS** to business prospects, networking opportunities, and relationships in a friendly, referral-based environment.

**ACCESS** to business resources, information, and classes to support the growth of your business.

**NETWORKING** and advertising opportunities connect you to new business, business opportunities, and potential employees.



**Linking to Businesses**

...to Community

...to Education

...to Government

...to Opportunities

...to One another

Creating *the* Links

### CONVENER

### LEADERS & INFLUENCERS

**COLLABORATIONS** of business and community leaders to identify and solve challenges.

**INFLUENCE** over issues that directly impact your business.

**ADVOCACY** representation with elected officials, policy makers, and business leaders on local, regional and state platforms

**200+**  
Total  
Members

E-News  
keeping  
you up to  
date

Representing  
over **1,000**  
employees

Over **3,000**  
yearly  
visitors

### CHAMPION

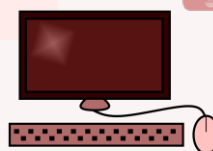
### STRONGER COMMUNITY

**INSPIRE** smart planning decisions for long-term community sustainability.

**IDENTIFY** strategic partnerships for the benefit of business retention/growth, workforce development, charitable giving, and leadership development.

**REPRESENT** a vibrant community by responding to visitor needs and providing assistance through the Willits Visitor Center.

**5,100+ impressions**  
a month from our  
**Facebook, App, and  
Website**



#### Our Programs



A Program of the Willits Chamber of Commerce