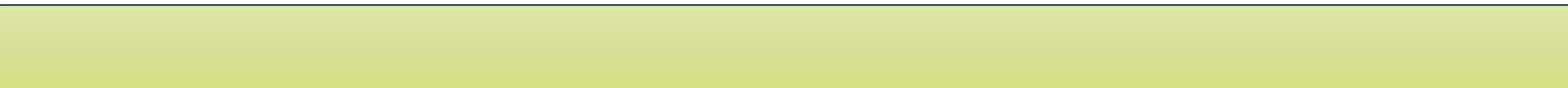




CHAMBERS OF COMMERCE **as a RESOURCE**

Dave Cross

Santa Maria Valley Chamber of Commerce



Agenda

- What does a Chamber of Commerce do?
- Assisting and attracting Businesses, including Manufacturing and Industrial
- Establishing a Relationship with the Chamber of Commerce
- The Chamber of Commerce as a Resource for the RMDZ Program

What a Chamber of Commerce Does

- Business association who's goal is to Further the Interest of Businesses
- Helps create the BEST Community to live, work and do business.
- Nearly every city, town or region has one.
- Many different sizes and Influence

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- Membership funded. Can also receive municipal funding and grant funding.
 - Can be Political - CAUTION
 - Interacts with Businesses, Agencies, Non-Profits, Municipal Officials and Elected Representatives

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- Promotes business, provides a conduit between businesses and municipalities
 - Source for Demographics and regional information & acts as a welcoming committee
 - Promotes tourism
 - Community members also include schools, special districts

Assisting & Attracting Businesses, Including Manufacturing and Industrial

- New and Interested Businesses contact the Chamber of Commerce for community and regional information
- Sets up meetings with officials as required
- Can assist & provide support through regulatory process

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- Links the company with myriad resources, potentially includes RMDZ
 - Provides assistance with media and press releases
 - Becomes a connection between the company and the community

Establishing a Relationship with the Chamber of Commerce

- Contact the President, CEO or Executive Director of the Chamber
- Schedule a meeting to discuss the RMDZ program, CalRecycle, and Local Programs
- YOUR membership is covered under the municipality's membership

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- Focus on the benefit to businesses
 - If they have factory tours, join them
 - Be willing to speak at events and meetings about the program
 - Trade Shows and other Outreach

How the Chamber of Commerce can be a Resource

- Be added to their Resource List
- Website Link
- Have the Chamber set up a meeting with the principals of a potential company for RMDZ participation.



–Ask to be notified of new businesses or potential businesses.

**CREATE
RELATIONSHIPS!**

Contact Information

Dave Cross

Program Manager

RMDZ Program and Energy Watch Partnership

Santa Maria Valley Chamber of Commerce

(805) 680-5016

dave@santamaria.com