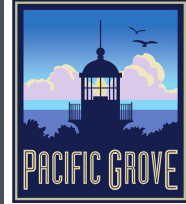


Membership Benefits



Our mission is to promote the prosperity of local businesses and the well being of the community as a whole.

On behalf of the Board of Directors of the Pacific Grove Chamber of Commerce, we would like to invite you to become a member of this vital business organization. The Pacific Grove Chamber represents organizations that realize an investment in the Chamber of Commerce and our community equals an immeasurable return.

We believe in offering businesses unique and effective ways to grow their business through creative marketing, networking, education and leadership development programs. We believe in understanding the needs of our business community and working to advocate on behalf of our businesses. And, we believe in working within the local community to promote our area and create a strong connection between businesses, residents and visitors.

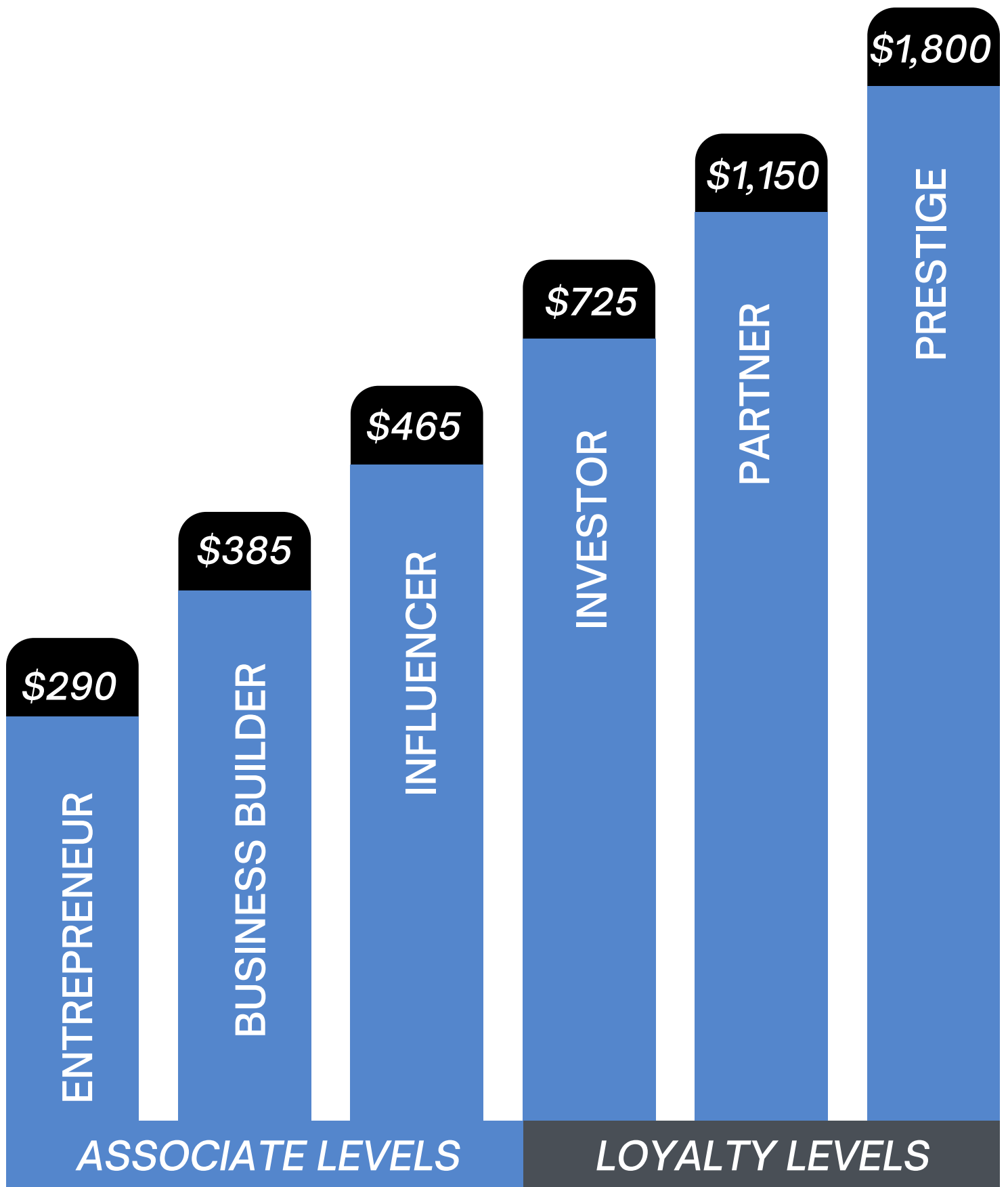
As a resource for business owners and professionals, our vision is to create a thriving business community through meaningful connections, igniting growth opportunities and advocating for a healthy economic environment.

It's not just a membership with the Pacific Grove Chamber of Commerce, but a partnership. We will work with each member to ensure that they know how to utilize the tools available for their business and receive a return on their investment.

The Pacific Grove Chamber looks forward to supporting you as you grow your business. We offer tiered membership levels. Give us a call and we will be more than happy to work with you.



MEMBERSHIP TIERS



Entrepreneur

\$290/year
(Value \$900)

*****This tier is only available for businesses and organizations with less than 2 employees***

INCLUDES:

- New member marketing package: business brochures on display in our two tourist centers, listing in the official Guide to Pacific Grove (\$350).
- Business Spotlight article in the Weekly Chamber e-Newsletter upon joining (\$200 value).
- Online listing on Chamber Website Directory - PacificGrove.org (\$100).
- Access to Member Portal, with the ability to update business listing, add/remove employee records, post jobs and events to Chamber website, upload press releases, and create special member-to-member deals (\$200).
- Opportunity to host grand openings and ribbon cuttings (\$150).
- Opportunities to submit content in the weekly Chamber e-Newsletter (2,500+ contacts).
- Pro-Business advocacy on local, state, and national issues.
- Access to consulting and business resources. Discounts on training and educational programs.
- Chamber referrals to your business (PRICELESS).
- Permission to use the Chamber logo on your advertising (*with signed agreement)

All benefits must be used within your membership year and do not carry over to subsequent years.

Business Builder

\$385/year
(Value \$1,050)

***This tier is only available for businesses and organizations with less than 5 employees*

INCLUDES ALL THE BENEFITS OF ENTREPRENEUR MEMBERSHIP PLUS:

- Opportunity to advertise in Chamber publications and platforms at discounted prices: e-blasts, print ads, Official Guide to PG, information boards and banner ads.
- Annual Sponsorship opportunities promoting your business at all major Chamber events – AT&T Pebble Beach Pro-Am Shuttles, Annual Luncheon, Good Old Days Festival, Citizen of the Year Gala, Independence Day, Flavors of PG, Holiday at the Inns, and Holiday Parade of Lights.

All benefits must be used within your membership year and do not carry over to subsequent years.

Influencer

\$465/year
(Value \$1,195)

INCLUDES ALL THE BENEFITS OF BUSINESS BUILDER MEMBERSHIP PLUS:

- One (1) Social Media Post - Facebook or Instagram (\$200 value).
- Opportunity to host a Chamber mixer.
- Standard Ribbon Cutting (\$150 value).

All benefits must be used within your membership year and do not carry over to subsequent years.

Investor

\$725/year
(Value \$2,345)

RECOMMENDED FOR HOSPITALITY BUSINESSES

INCLUDES ALL THE BENEFITS OF INFLUENCER MEMBERSHIP PLUS:

- One (1) additional Social Media Post - Facebook or Instagram (\$200).
- Enhanced business listing on Chamber website (includes photos and 150-word description) (\$200 value).

All benefits must be used within your membership year and do not carry over to subsequent years.

Partner

\$1,150/year
(Value \$3,045)

RECOMMENDED FOR HOSPITALITY BUSINESSES

INCLUDES ALL THE BENEFITS OF INVESTOR MEMBERSHIP PLUS:

- One (1) 10 sec Facebook or Instagram Video Post (\$300 value).
- Enhanced Ribbon Cutting (\$200 value).
- Two (2) complimentary tickets to (4) PG Chamber Mixers (\$100).
- Access to the PG Chamber Season Tickets for One (1) Monterey Bay Football game (2 tickets, based on availability with priority based on membership level) (\$300 value).
- Opportunity to attend 12@12 Business Roundtable Lunch and Coffee with the CEO (priceless).

All benefits must be used within your membership year and do not carry over to subsequent years.

Prestige

\$1,800/year
(Value \$3,775)

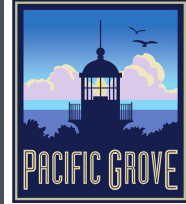
RECOMMENDED FOR HOSPITALITY BUSINESSES

INCLUDES ALL THE BENEFITS OF PARTNER MEMBERSHIP PLUS:

- One (1) set of printed Chamber member mailing labels for direct mail marketing (\$200 value).
- Two (2) Social Media posts on Facebook & Instagram (\$400 value).
- Two (2) complimentary tickets to the Annual PG Chamber Luncheon (\$100 value).
- Two (2) Complimentary tickets to ALL PG Chamber Mixers (\$200 value).
- Access to the PG Chamber Season Tickets to Two (2) Monterey Bay Football Club games (2 tickets, based on availability with priority based on membership level) (\$600 value).
- Business Name and Logo on PG Chamber website, Spotlight Weekly Chamber e-newsletter and Shoreline page in the Monterey Herald (\$300 value).

All benefits must be used within your membership year and do not carry over to subsequent years.

FAQs About Our New Membership Packages



1. Why did the Pacific Grove Chamber of Commerce change the membership structure?

Like many member-based organizations, we are moving to a tiered structure that provides benefits based on investment level, instead of number of employees. Our goal is to enhance the value and quality you receive from your PGCC membership through our NEW software.

2. How is the new structure different from the old one?

The tiered structure clearly outlines the list of benefits members receive for each level. The new membership structure is more equitable across all types of industries. You will no longer be charged for services you do not use and will not be “punished” for growing your business.

3. Will I still be able to receive benefits that are not included in my selected level?

Even though many of the programs and services are available a la carte, in most cases it is more cost-effective to use benefits within your designed tier (which may be offered at a discount). Many of the programs are available to purchase separately at their stated fees. Some benefits, such as invitation-only or VIP receptions, are only available to members who invest in the selected levels.

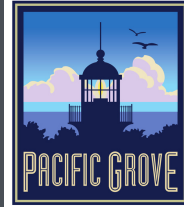
4. When do I have to change to the new structure?

The PGCC staff will send a renewal letter about 60 days prior to your anniversary date that recommends a membership level best suited for **your** business. Until your anniversary date, your dues are still reflective of the previous employee count structure.

5. What if I choose to upgrade to a different tier during the year?

If you upgrade on your anniversary date, you will be billed for the new tier. If you upgrade **after** your anniversary, you will be billed for the difference between the new tier and the unused portion of your current tier.

FAQs About Our New Membership Packages



6. How do I access the benefits in my tier?

Membership benefits in your tier may be accessed any time during the annual period. If there are benefits stated that you want to access, call or email Chamber staff. PGCC staff will send you the item, provide a link, or get you registered!

7. Which level is best for my business?

Although the PGCC staff can recommend a level that is appropriate for you, you will have the choice to select your membership level. Each level offers a package of benefits for a fixed investment for one year. You may opt to select a different level the following year based on how you want to engage with the PGCC and community.

8. What about non-profit organizations?

Non-profit organizations, 501c3, may select any tier of membership. There is a 10% discount up to \$100 for non-profit organizations.

9. Can I pay my annual membership dues in multiple payments?

The PGCC prefers that you pay your annual investment in full; however, we will work with you based on your individual needs. Please call the Chamber office to discuss the options available.

10. Who can answer other questions I have?

For additional questions, please feel free to contact Chamber staff. The Pacific Grove Chamber of Commerce staff can explain the programs, services, and benefits

11. Can I sign up for reoccurring billing?

Yes! Please call the Chamber office to get set up.