

Big Sur Chamber of Commerce

March 3, 2010

Dear Big Sur Chamber of Commerce Membership,

Let me start by thanking you for your participation throughout 2009. This year I created three social media websites; a Facebook page, The Big Sur Blog, and Twitter. These social media channels will be used to distribute information, encourage tourism and to keep the public informed. The Facebook page is growing in leaps and bounds and at barely 11 months old is quickly approaching 13,000 fans. You can visit it at facebook.com/BigSurCalifornia. The Big Sur Blog is in place to distribute general information and in the event of an emergency, we will also use this vehicle to distribute important information such as Caltrans press releases and more whimsical items such as interesting photos of Big Sur. You'll find it at www.thebigsurblog.com. In addition, I've created a Twitter account and you can find it at Twitter.com/BigSurCC. You can access all of these social media sites from the home page of our website.

We're looking forward to your continued support and your participation. In the near future we will be announcing a spring Chamber of Commerce mixer.

Thank you for the many notes of appreciation for keeping up with community affairs and notifications via e-mail.

Website

Unique visitor traffic on our website increased by 5.6% in 2009 which seems reflective of our economy. A quick look for January and February 2010 shows that traffic has increased nearly 20% over the same time period of 2009. Lets hope this is a good barometer of things to come. I will continue expanding the website to better serve our customers and to entice them to visit Big Sur for vacations, weddings, honeymoons, special events, holidays, lodging, camping, and to explore the diverse ecology of Big Sur such as bird watching, whale watching, and the fascinating geology.

To view website statistics going back to 2001 visit www.bigsurcalifornia.org/2002webstats.html.

Big Sur Guide

We produced and distributed 147,000 copies of the Big Sur Guide. In addition to the print version of the Big Sur Guide, the electronic version is available online in PDF format for download. The PDF version is a very popular method to distribute the Big Sur Guide, greatly expanding our distribution. We will print the hard copy for distribution in April so please get your changes in as soon as possible. Final date to update your listing in the Big Sur Guide is March 31, 2010.

Expanded Services

The Wedding Planner and Real Estate sections have proven to be very dynamic and have provided the special emphasis for our customers who are coming to Big Sur for their weddings and other special functions that require catering, event and/or real estate needs. To be included on either of these pages one must be a Big Sur Chamber of Commerce member in good standing and pay an additional fee. Fees for these pages must be paid by the end of March 2010 unless other arrangements are made.

To be listed on the website you must be a Big Sur Chamber of Commerce member in good standing.

Upon paying your membership dues please make all updates for the website and the Big Sur Guide by March 31, 2010. We will be printing the 2010 Big Sur Guide early this spring so we need your updates ASAP.

INVOICE

Membership Dues Structure

Gross Income:	Membership Dues:
\$1.00 - \$50,000	\$125.00
\$50,001 - \$100,000.00	\$200.00
\$100,001.00 - \$200,000.00	\$300.00
\$200,001.00 -	\$500.00

Please forward your membership dues to the address at the bottom of this page. Make checks payable to the Big Sur Chamber of Commerce. Clearly note if you are paying for the expanded services on the website, ie., Wedding Planner, Real Estate pages.

Expanded Services Fees

To be included on the *Wedding Planner* or the *Big Sur Real Estate Guide* web page you must be a Big Sur Chamber of Commerce member in good standing and pay an additional \$200.00.

Thank you for your continued support and may the 2010 season be the best yet for all of us.

Warm regards,



Stan Russell, Executive Director

IMPORTANT REMINDER: This is your opportunity to update your listing on the website and in the 2010 Big Sur Guide. If you have any changes, please send them in with your payment. Please include your E-mail address if you wish to be on the E-mail notification list.

E-mail:
Name:
Business:
Membership Dues: \$125 \$200 \$300 \$500 Circle applicable fee(s) and enclose check
Expanded Services: \$ 200 Wedding, \$ 200 Real Estate
Total: \$
Please supply any changes in text for the Big Sur Guide or the website here or attach your printed copy.