

Big Sur Chamber of Commerce  
PO Box 87  
Big Sur, CA 93920  
January 2, 2017

Dear Big Sur Chamber of Commerce Membership,

Let me start by thanking you for your participation throughout 2016. We are looking forward to your continued support and your continued participation in 2017.

### **Website**

Visitor traffic on our website dropped last last year by about 8% as a fallout from the Soberanes Fire; 1,432,733 visitors viewed 2,905,657 pages averaging 7,691 page views each day. I will continue maintaining 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 sea otter gazing.

In addition to the website I've been maintaining The Big Sur Blog ([www.thebigsurblog.com](http://www.thebigsurblog.com)) which remains helpful in distributing information about upcoming events in Big Sur, local fire information and Highway 1 updates and press releases supplied by Caltrans.

**To be listed on the website one must be a member in good standing and to be a member in good standing all dues must be received by March 1, 2017**

To view website statistics going back to 2001 visit  
[www.bigsurcalifornia.org/2002webstats.html](http://www.bigsurcalifornia.org/2002webstats.html).

### **Big Sur Guide**

Annually we produce and distribute 177,000 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 of the Big Sur Guide for distribution in April so please get your changes in with your membership dues by March 1, 2016. Your membership dues help to fund the production of the Big Sur Guide, website maintenance and telephone support for tourist information.

### **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. Members that have utilized these pages know that weddings and real estate has picked up in the last couple years. To be included on either of these expanded services pages one must be a Big Sur Chamber of Commerce member in good standing and pay an additional fee of \$200.00. Fees for these pages must be paid by the beginning of March 2017.

Upon paying your membership dues please make all updates for the website and the Big Sur Guide by March 1, 2017. We will be printing the 2017 Big Sur Guide early this spring so we need your updates **ASAP**. You are always free to modify your website listing throughout the year simply by sending an email to us with the changes.

### 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 in the space provided below if you are paying for the expanded services on the website, ie., Wedding Planner, Real Estate pages. Thank you for your continued support and may the 2017 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 2017 Big Sur Guide. If you have any changes, please send them in with your payment before March 1, 2017. Please include your E-mail address if you wish to be on the E-mail notification list. No need to include your E-mail address if you are already on the 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
<b>Total: \$</b>
Please supply any changes in text for the Big Sur Guide or the website here or attach your printed copy.