

Big Sur Chamber of Commerce
PO Box 87
Big Sur, CA 93920
January 1, 2018

Dear Big Sur Chamber of Commerce Membership,

Let me start by thanking you for your participation throughout a very challenging 2017. We are looking forward to your continued support and your continued participation in 2018.

Website

Visitor traffic on our website noticeably dropped last year because of highway closures and reduced possibilities for people to come to Big Sur but it's picking up again. 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) 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 ASAP. Earlier is better as we are going to print the Big Sur Guide in early February. If you are unable to get your payment in right away, please submit your Big Sur Guide update by email in advance.

Big Sur Guide

Annually we produce and distribute 177,000 copies of the Big Sur Guide. 2017 was an off year because of Highway 1 closures, reduced tourism and demand. We are nearly out of the guides and will be going to print as early as possible in 2018. We will print the hard copy of the Big Sur Guide for distribution in early February if possible so please get your changes in with your membership dues by ASAP. 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. 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 provide the special emphasis for our customers who are coming to Big Sur for their weddings and other special functions that require catering, event planning and real estate needs. 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.

While paying your membership dues please make all updates for the website and the Big Sur Guide immediately. We will be printing the 2018 Big Sur Guide early this year 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 our PO Box. 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 2018 season get everyone back on track.

Warm regards,



Stan Russell, Executive Director

IMPORTANT REMINDER:

This is your opportunity to update your listing on the website and in the 2018 Big Sur Guide. If you have any changes, please send them in with your payment ASAP. If you are unable to send payment immediately please provide any updates to the Big Sur Guide listing by email then follow with your payment. 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
Total: \$
Please supply any changes in text for the Big Sur Guide or the website here or attach your printed copy.