

Reasons why. . .
You should be a member of the
**Selma District
Chamber of Commerce**

S · E · L · M · A



Raisin Capital of the World

***Selma District Chamber of Commerce
Mission Statement***

“The mission of the Selma District Chamber of Commerce is to promote local business growth, provide resources for a stronger economy and create and maintain a sense of community pride”

Adopted by Selma District Chamber of Commerce Board of Directors - October 14, 2002

Welcome to the Many Benefits that can be yours by joining the Selma District Chamber of Commerce TODAY !

The Selma District Chamber of Commerce is:

A Group of People. . .

Retailers, bankers, manufacturers, doctors, lawyers, educators, business people and private citizens who share a common interest and pride in Selma - what it is and what it is to become.

Working Together. . .

Through committees and as a group - striving continually for new ways to improve Selma and help Selma and its businesses to grow.

*To Make Selma a Better Place in
Which to Live and Work. . .*

It does what no other organization can do: Unites businesses and professional firms with private citizens to create a central agency working together to improve Selma's economic climate.

A Successful Chamber of Commerce takes Community effort

Chamber of Commerce:

"Doing things most people think 'Just happen'."

What is the Purpose of the Chamber?

The Chamber's job is to analyze community needs, channel manpower and financial resources of the area, and to organize and develop necessary leadership to insure progress...

The Chamber....founded in February 1929 is now OVER 350 members strong.

How is it financed?

By voluntary subscriptions from the membership - individuals willing to invest time and money in a program of business and community development.

REMEMBER - membership in the Chamber of Commerce is the least expensive and most productive item in the business budget. It pays **BIG DIVIDENDS!**

The future of the Chamber depends upon. . .

Membership Investments

Membership investments are a tangible way to participate in the present and the future welfare of Selma.

Though the Chamber does receive some support from the City of Selma, its basic budget is developed through membership investments.

When you are a member of the Chamber. . .

You have the assistance from a professional staff, the Board of Directors and the support of over 330 additional members.

Officers and Board of Directors

The Chamber's policy and programs are determined by a 15-member Board of Directors, elected by the membership. The Board hires the professional staff whose basic responsibility is to organize and execute the Chamber's programs and carry out the Board's policy.

The Chamber's board facilitates a number of committees, sub-committees, and task forces, who are made up of Chamber members. These groups give direct leadership to the many programs which are developed and sponsored by the Chamber.

Remember, YOU are the Chamber. . .

And by joining forces with other business people and interested citizens, you are able to do those things which you may not be able to do as an individual.

The Selma District Chamber of Commerce. . .

- ◆ Serves as the liaison between the Selma business and professional community and the City of Selma. The Chamber and the City work together to foster and maintain a healthy economic climate.
- ◆ Promotes Chamber members through listings in publications such as business directories and through referrals.
- ◆ Serves as the general information center for the area by answering questions about shopping, employment, housing, schools, recreation and other community services, businesses and amenities.
- ◆ Advertises Selma through two freeway billboards and marketing brochures for potential residents, businesses and industries.
- ◆ Provides promotional items such as name tags and placemats to groups or individuals holding meetings/gatherings in Selma.
- ◆ Develops and sells Selma souvenirs such as: License plate frames, lapel pins, shirts, hats, travel mugs and postcards.
- ◆ Sponsors the annual Selma Raisin Festival...a celebration of Selma's major agribusiness, July 3rd Fireworks, August Concerts in the Park, Parkin' In The Park Car Show, Santa Arrival, Holiday Craft Faire & Tree Lighting Ceremony
- ◆ Provides Christmas decorations on Whitson, East Front, Second and High Streets.
- ◆ Provides special retail promotions - Spring, Summer, Fall and Christmas.
- ◆ Actively searches for new industry: Commercial business and agri-business growth for Selma.
- ◆ Provides group insurance for small businesses.
- ◆ Co-sponsors monthly mixers for members to meet and to informally discuss their concerns and hopes for Selma.
- ◆ Produces and markets maps of Selma.
- ◆ Conducts business education seminars and workshops at reduced or no cost to members.
- ◆ Publishes a monthly newsletter, provides advertising opportunities (four at no extra charge) and produces an annual membership directory to members
- ◆ Provides an attractive wall plaque to let the public know that you are a member and you are working on Selma's future.
- ◆ Provides a bulk mailing permit to businesses who use mass mailing as a means of advertisement.
- ◆ Free website listing and link

Accept our invitation to join

The Selma District Chamber of Commerce

Whatever is good for the Selma area is bound to be good for you and your business. You know what rapid strides other cities are making. We have tremendous potential here, but we need your help in developing it. This can be done more effectively if you are part of the team effort.

The Selma District Chamber of Commerce is the **SALES ARM** for Selma - *the businesses and community*. The Chamber works to promote the products and services of Selma. Think of the Chamber as your business partner.

The united voice of the Chamber is essential for giving direction to Selma's future growth and development.

- ◆ *Because. . . you care about Selma!*
- ◆ *Because . . . we care about Selma!*
- ◆ *Because. . . you live in Selma!*
- ◆ *Because. . . you work in Selma!*
- ◆ *Because. . . you and your ideas are needed!*

For more information contact:

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