



PLEASANTON CHAMBER OF COMMERCE

Advancing the economic vitality
of the Pleasanton community

PLEASANTON CHAMBER OF COMMERCE

Our strong local economy and extraordinary quality of life happen by design, not by accident. Working together, we cause great things to happen.

ABOUT US

The Pleasanton Chamber of Commerce takes great pride in helping Pleasanton remain among the very best cities in the country in which to live, work and raise a family while providing great support, services and value for our member organizations whose financial support and engagement make it all possible.

We are a membership-based, non-profit organization operating as a 501(c)(6) with members ranging from small mom-and-pop type businesses to major corporations located in the Tri-Valley.

COMMUNITY FOUNDATION



Foundation Mission

In 1997, the Pleasanton Chamber of Commerce formed the Pleasanton Chamber of Commerce Community Foundation in order to generate funding otherwise unavailable for programs benefiting the Chamber, its members and the community.

The Foundation is a nonprofit, 501(c)(3) affiliate of the Pleasanton Chamber of Commerce. Its mission is to support and advance small business development, business technology development, service projects and educational programs of the Pleasanton community.

OUR MISSION

To advance the economic vitality of the Pleasanton community



Catalyst

The Catalyst for business and economic growth, by providing valuable business training, professional development, and networking opportunities



Convener

The Convener of leaders and influencers, advocating for the interests of the business community with federal, state, and local officials



Champion

The Champion for a stronger and healthy community, promoting the city as a dynamic destination for business

PLEASANTON 2025

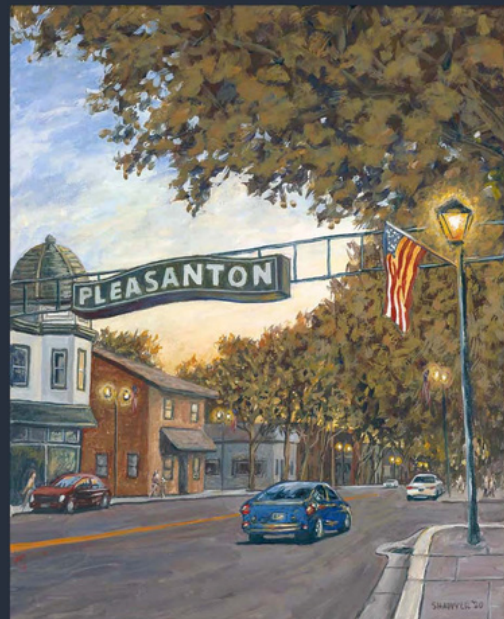
A Community Vision



Pleasanton is widely recognized as a premier community in which to live, work and do business. The business climate is a key driver of the community's success. Pleasanton businesses generate roughly 55% of the local tax base and collectively act as the community's economic engine.

The Chamber relies on Pleasanton 2025: A Community Vision as its local public policy agenda, committing volunteer and staff time to work toward its fulfillment as a catalyst, convener and champion for all things Pleasanton.

PLEASANTON
Vision
2025 *Quality of Life by Design*



BENEFITS OF MEMBERSHIP

Do consumers really support businesses because they are Chamber members?

According to a study commissioned by the American Chamber of Commerce Executives with support from the Small Business Network:

- ▶ **63%** of consumers are more likely to purchase goods or services from the company in the future.
- ▶ **59%** of consumers think that being active in the local chamber is an effective business strategy overall.
- ▶ **44%** of consumers are more likely to think favorably of a small business when they know the company is a member of the chamber of commerce.



How the Pleasanton Chamber champions your success



Increased visibility in the community

Introduce yourself and your business at a mixer, feature your business in our newsletter, highlight upcoming events and news on our website, and host a ribbon cutting ceremony for a grand opening, new location, ground-breaking or special anniversary



Member advocacy

Advocating for the interests of the business community with federal, state, and local officials



Access to community leaders and elected officials

Bi-monthly forum meetings with stakeholders in the community, relationships and access to elected officials touching Pleasanton

BENEFITS OF MEMBERSHIP



Referrals

Online member directory listing with basic and premier options. The Chamber's website averages more than 16,000 views per month, including 2,900 views on average for the Business Directory and 1,900 views for the Events Calendar.



Networking opportunities

Business-to-business networking and establishing new relationships. We provide opportunities for members to connect, from mixers to committee involvement to meetings and workshops. Connect with regional businesses, learn about current trends, and identify power partners within your community.



Events

The Chamber hosts a wide variety of events to bring an attractive audience together, with the opportunity to network in fun and interactive settings, as well as to engage you and your business, and highlight and recognize local businesses in our community.

- ▶ **Tradeshaw mixers**
- ▶ **Golf Outing**
- ▶ **Luncheons**
- ▶ **Community Service Awards**
- ▶ **Economic development events**
- ▶ **Monthly networking mixers**



Exposure through our publications

- ▶ **Business Connection** - Bi-monthly print publication inserted in the Pleasanton Weekly on the first Friday every other month
- ▶ **E-Business Connection** - Bi-monthly electronic newsletter sent to the entire membership on the first Tuesday every other month
- ▶ **Monday Update** - Weekly email sent to the entire membership, includes current news, updates, opportunities and more



Cost-effective advertising

Tell your story, increase your exposure and promote your brand with a marketing campaign to a very active business community and vibrant community of readers. Print, electronic and website advertising available.

ELEVATE YOUR PRESENCE

LEADERSHIP PLEASANTON



A program to develop community leaders

Leadership Pleasanton was created by the Pleasanton Chamber of Commerce in 1988 and has produced more than 800 graduates in its 30-plus years. In September of each year, around 30 individuals from local businesses, professional, government and service organizations as well as City of Pleasanton residents begin participating in monthly, day-long sessions, culminating in a graduation in May.

Participants have the opportunity to go behind the scenes with current leaders in the community to learn what makes Pleasanton work. The Leadership Pleasanton program is committed to the betterment of our community and is open to everyone.



PLEASANTON 2025 FORUM MEETINGS



The Chamber brings stakeholders together to focus community resources, time, and talent to achieve greater understanding of issues, obstacles, and opportunities related to Pleasanton 2025: A Community Vision at these bimonthly meetings. The 2025 Forum Meetings are held in a hybrid format and open to everyone in the community. Meeting topics include:

- **Transportation**
- **Education**
- **Housing**
- **Infrastructure**
- **Health & Human Services**
- **Public Safety**
- **Recreation**
- **Leadership**



ELEVATE YOUR PRESENCE

PLEASANTON YOUNG PROFESSIONALS



LEARN • GROW • EMPOWER

Established 2013 | Ages 21-40

The premier networking group for emerging and established young professionals, the Pleasanton Young Professionals is a committee of the Pleasanton Chamber that strives to help other young professionals to learn, empower, and grow from their mastermind lunches, volunteering and fundraising opportunities, and monthly networking mixers.



Pleasanton Young Professionals



PLEASANTON CHAMBER AMBASSADORS



The Pleasanton Chamber's Ambassador group is a committee of 30+ Chamber members that serve as the public relations arm of the Chamber. Ambassadors promote the Chamber to prospective members and the community as a whole.

They are instrumental in furthering the Pleasanton Chamber's reputation as one of the most engaging and successful Chambers in the Bay Area.

Throughout the year, they visit existing members ensuring they are utilizing the benefits of membership. They participate in ribbon cutting ceremonies, welcome new members into the organization, and attend and volunteer at Chamber events.



CIRCLE OF INFLUENCE

Elite business partners representing the most influential companies and organizations in the Tri-Valley



The Circle of Influence is comprised of companies whose continual support has been instrumental in the growth of the Pleasanton Chamber of Commerce.

Through a choice of different levels of financial commitment, benefits packages are tailored to meet individual preferences.

The Circle of Influence is a catalyst for the exchange of ideas and engaging key leaders regarding both obstacles and opportunities for local business growth and economic expansion.

CIRCLE of INFLUENCE



CHAMBER MEMBERSHIP

Two types of annual memberships

Business





Based on full-time employee count to fit your company's needs.

Circle of Influence

Access to an elite group representing the most influential companies and organizations in the Tri-Valley.

We invite you to be part of one of the most influential Chambers in the Bay Area. Our mission is to advance the economic vitality of the Pleasanton community. Every day we work to support an economic climate that strengthens the competitiveness of businesses, just like yours.



 www.pleasanton.org
 925.846.5858
 777 Peters Avenue, Pleasanton, CA 94566
 info@pleasanton.org

