



2018 CHAMBER INITIATIVES

The San Marcos Chamber of Commerce serves as the best resource for its members and the business community to promote a positive business climate, economy and quality of life in San Marcos.

The Board of Directors have adopted a strategic plan that focuses on three pillars. These core competencies include Advocacy for Chamber Members, Adding Value for Members and Promoting San Marcos.

In 2018 the Chamber was able to meet these pillars through the following programs, events and initiatives.

Promoting San Marcos

State of the City Luncheon – 320 attendees
Spring Street Fair – 200 vendors; 1,000's of attendees
Meet the Elected's – 125 attendees
Taste of San Marcos – 28 vendors; over 600 attendees
Meet the Candidates Forum – Over 100 attendees
Fall Street Fair – 200 vendors; 1,000's of attendees

Advocacy for Chamber Members

Government Affairs Committee
Business Walk
Access to San Marcos Economic Development Department
Promote Mayor/City Council Visits
Letters of Support or Opposition

Adding Value for Members

Sundowner Mixers – Monthly networking opportunity
Educate and Update - Quarterly breakfasts
Coffee Connections - Monthly networking opportunity
Ribbon Cuttings: 20 Businesses
Opportunities to maximize your membership by volunteering for Committee of Goodness
Search Engine Optimization
Business Directory online listings, exclusive to members
Free classified ads for members
Training and education seminars at no cost
Cost effective e-blasts and e-newsletter ads
Customized sponsorship opportunities
Certificates of Origin: 150+ signed
Live Well San Diego Partner