



We provide leadership and act as a catalyst in creating a vibrant economic environment that supports business growth and attracts people to visit and live in Borrego Springs.

Membership 2017 Highlights



Chamber Lobby



Chamber Board Room

Welcome Center. A gift from Dr. Russell Shelden and Mrs. Mary Shelden, our building is a **Welcome Center** for tourists, businesses and residents. The lobby is comfortably appointed with plenty of room for displaying business members' literature. Our conference room is available for business members to reserve at no charge. The Welcome Center greeters are committed, friendly and, informed **Volunteer Ambassadors** who represent our town and member businesses by skillfully fielding questions and directing tourists to member businesses and around the area.

Dedicated team. The **Chamber & Visitors' Bureau (Chamber/CVB)** is guided by a dedicated and representative group of community leaders that sit on the all-volunteer board of directors. Our executive director is an accomplished professional who runs the day to day operations of the CVB with the help of highly competent staff and volunteers. The executive director is the key representative and advocate for business owners and employers doing business in Borrego Springs. Your Chamber leadership works tirelessly to promote and strengthen the community by building prosperity through a healthy economy and a strong business sector.

Community leadership. Chamber representatives get involved and are active participants in the areas of community planning, public works, water policy and land use. In our leadership role we have been instrumental in getting efforts up and running, including the **Borrego Valley Geotourism Stewardship Council**, **Borrego Village Association**, **Borrego Water Coalition**. In 2012 we founded the **Borrego Festivals Foundation**, our 501c3 fiscal partner, enabling our more active role in good works programs!



Resort to Nature™. For over 60 years the Chamber & Visitors' Bureau has been uniting our community and bringing visitors to our Valley through shared events, promotions and public outreach. Our sponsored

Useful information circulated regularly. Throughout the year we keep members, media, elected representatives, sister CVBs, regional welcome centers and the public informed about our CVB business and Borrego Springs happenings. Press releases and calendar notices are a standard part of our electronic communications. Our growing list of opt-in contacts stands at **over 6,000** today, more than a tenfold increase since 2010.

events--- the weekly farmers' market, monthly Sun-downer mixer, season launching Borrego Days Desert Festival, winter Borrego Springs Film Festival, Spring Shred & Recycle, and the Race Across America's fall cycling qualifier --- all exist to promote and make our community a better place to live and work. From events that directly embrace and celebrate our Anza-Borrego Desert State Park to others that celebrate the Valley and its own culture, arts, resorts, club life and desert living, we lead in the promotion of them all. The Circle of Art, Sky Art metal sculptures of Galleta Meadows, Borrego Art Institute, Borrego Springs Performing Arts Center, Borrego Community Concert Association, if it is good for the economic viability of Borrego Springs, we are its greatest champion and major promoter! In 2015 we launched the Resort to Nature brand that all Borrego Springs businesses are welcome to use under the guidance of the brand's editorial board. Through our relationships with San Diego Tourism Authority, Visit California, Visit California Deserts and the press, millions of people regionally, across the nation and worldwide, are continually being introduced and reintroduced to the wonders and magic of our beloved Borrego Springs.

Website promotions and social media. The Internet is a global marketplace where we actively promote our member businesses and community. In the last five years we have recorded over a **half million new visitors** to our main website. Many more find Borrego via our social media, partner promotions, press releases and advertising. Visit us at **VisitBorrego.com** and click over to our **Facebook** page to tell us what you think or follow us on



Advertising in the Village Guide. Our ever popular Village Guide showcases all that Borrego has to offer in a colorful annual booklet. Your business membership opens up your eligibility to advertise in this smart publication, invaluable to visitors and locals alike. We distribute **30,000** in print and make it web accessible to many thousands more.

Discounts and Services. Online training programs for employees, employers, entrepreneurs and life learning. Travel services and ecommerce booking solutions for your business and you. Medical air transportation and government forms when you need them and where you need them. Video development services to promote your business. More to come!