

Who We Are

The Cardiff 101 Chamber is an all volunteer organization of business and professional people, along with community members, who combine their efforts as concerned citizens to improve their community within the city of Encinitas.

Mission Statement

To be part of an effective and organized voice, which represents the needs of the business community, residents, and the city. To work together towards common goals. To promote small town friendliness within the community and businesses.

Promotional Community Events and Projects Activities to Attract Residents, Merchants and Visitors:

Cardiff Botanical Society

Carpentier Parkway

Historical Brick Building Restoration

Sunsets by the Sea – Community Networking

Dog Days of Summer

Arts Alive Banners

Green Awareness Expo

Kringle Mingle Holiday Gathering

Benefits of Membership

Get involved in your community.

Support local businesses to develop a strong downtown association.

Website listing with a link to your business website.

Network with other community/business members.

Get to know your neighbors.

www.Cardiff101.com

760.436.0431



Chamber of Commerce



Please send this form with your payment for Membership Dues to:

Paid to: Cardiff 101

P.O. Box 552

Cardiff-by-the-Sea, CA 92007

Downtown Business: \$75.00/Year

Home Based Business: \$40.00/Year

Individual or Family \$25.00/Year

Non-Profit Organization \$25.00/year

Business Name: _____

Name: _____

Address: _____

Business

Phone: _____

Residence

Phone: _____

E-mail: _____

Website: _____

Charge my: Visa ___ M/C ___ Discover ___ AMEX ___

CC# _____

Exp Date: _____

Signature _____

I am interested in getting involved and volunteering:

_____ Carpentier Parkway _____ Dog Days of Summer

_____ Green Awareness Expo _____ Office Volunteer

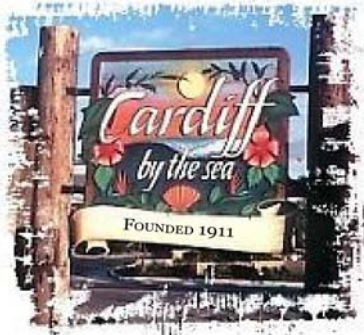
_____ Kringle Mingle _____ Arts Alive Banners

California Main Street Certification

In December of 2005 the Chamber general membership endorsed the Board's recommendation to pursue California Main Street Certification. This program was established in 1985 as a means to help community organizations enhance the economic, social, cultural and environmental well-being of historic and traditional commercial districts.

This approach to commercial district revitalization is effective because it is comprehensive and community-driven.

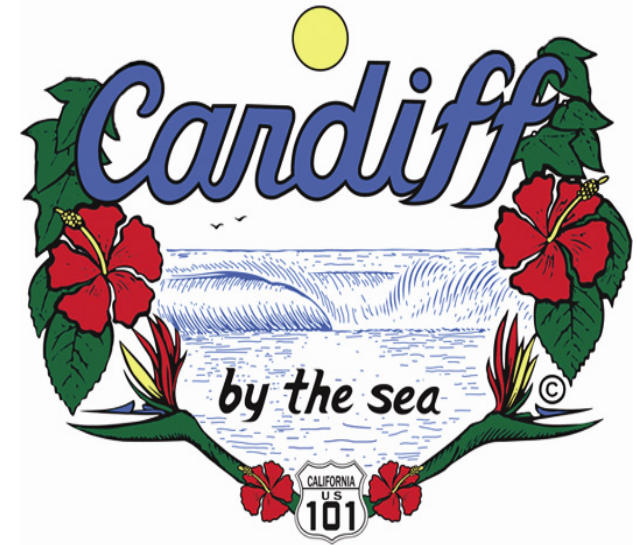
Merchants, property owners, and residents become partners and take action on a wide variety of community issues. Everyone benefits from an increased sense of pride and place, safer and cleaner neighborhood, better products and services, and community-oriented events.



Revised 3/09

Cardiff 101 Objectives

- * **Organization** - Laying the groundwork for community action with diverse groups of business owners, commercial property owners and residents working together effectively.
- * **Design** - Enhancing the appearance of the downtown in the existing environment. Capitalizing on the area's historic buildings and unique assets including façade & streetscape improvements.
- * **Promotion** - Promoting the business district as an exciting community stage; a meeting and gathering place filled with activity, lively stores and quality service that meets the needs of residents and tourists alike.
- * **Economic Restructuring** - Diversifying and revitalizing the district's economy by improving the retail mix and converting vacant space into new uses.
- * **Clean & Safe** - Enhancing the public safety and cleanliness of Cardiff, including community garden weeding, maintenance, clean ups and crime prevention.



Working to Chart the Course

*Enhancing our unique
Cardiff community.
Revitalizing the downtown area.
Focusing on our traditional
California beach town.*

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124 Aberdeen Drive

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