

Who We Are

Cardiff 101 Main Street is a non-profit, volunteer organization for business, professional and community members to collaborate as a team with the purpose of sustaining and improving the beauty, community pride and financial health of Cardiff-by-the-Sea; as well as advocating for our neighborhoods and business district within the city of Encinitas.

Mission Statement

Our mission is to enhance the well-being of our community by fostering a center of activity, organization and voice for economic vitality, historic preservation, beautification and safety to sustain Cardiff-by-the-Sea as a desirable place to live, work, shop and play.

Annual Events & Attractions

Arts Alive Banners

Taste of Cardiff

Dog Days of Summer

The Cardiff Surf Classic & Green Festival

Kringle Mingle

Carpentier Parkway/Cardiff Botanical Society

Visitor's Center at San Elijo Lagoon

Cardiff State Beaches: Seaside and Cardiff Reef

Benefits of Membership

Merchants, property owners, professionals, community organizations and residents all benefit from access to current information regarding government, local issues and upcoming promotional events.

Website listing with your contact information and a link to your website.

Get involved with your community and build your network with other members.

Show your community pride and receive member discounts on merchandise and events.

www.Cardiff101.com

760.436.0431



Membership Form

Please complete this form and send with your Membership Dues payment to:

Paid to: Cardiff 101

P.O. Box 552, Cardiff-by-the-Sea, CA 92007

Downtown Business:	\$100.00/Year
Home Based Business:	\$50.00/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 _____

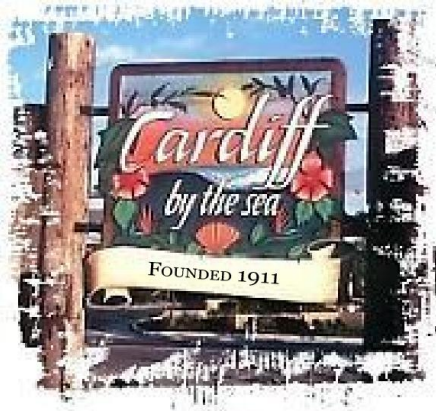
I am interested in getting involved and volunteering:

_____ Taste of Cardiff	_____ Sundowners/Mixers
_____ Carpentier Parkway	_____ Dog Days of Summer
_____ Cardiff Surf Classic	_____ 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 5/11

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.



ENHANCING OUR UNIQUE CARDIFF-BY-THE-SEA COMMUNITY

CARDIFF 101 MAIN STREET

www.Cardiff101.com

760.436.0431

P.O. Box 552

124 Aberdeen Drive

Cardiff-by-the-Sea, Ca. 92007