

### Who We Are

The Cardiff Chamber of Commerce (Cardiff 101) 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, at the city. To work together towards common goals. To promote small town friendliness within the community and businesses, with people whom you do business with all year round.

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

- Cardiff Botanical Society/Carpentier Parkway
- Historical Brick Building Restoration
- Arts Alive Banners
- Restaurant Row Banners
- Dog Days of Summer
- Sunsets-by-the-Sea (Network & Socialize)
- Cardiff Cares Community Clean Up

### Benefits of Membership

Support of our members is critical to our ability to promote business, promote downtown interest and plan for the future. As a member, you enjoy the financial and community benefits derived from a strong downtown association. Membership entitles you to be on the website directory which can link to your website if you wish. Please join with your neighbors and show your commitment to the future of Cardiff-by-the-Sea.

[www.Cardiff101.com](http://www.Cardiff101.com)

760.436.0431



Chamber of Commerce



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

**Cardiff 101 Chamber, 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 \_\_\_ Working in Office
  - \_\_\_\_\_ Sunsets-by-the-Sea (Network & Socialize)
  - \_\_\_\_\_ Cardiff Cares Community Clean Up
  - \_\_\_\_\_ Dog Days of Summer

## 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.



## Cardiff 101 Main Objectives

- \* **Organization** - Laying the groundwork for community action with diverse groups of business owners, commercial property owners and the 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. 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. Community Garden Weeding, Maintenance and Clean Ups. Crime Prevention



*Enhancing our  
Unique Cardiff Community.  
Revitalizing the  
downtown area.  
Focus on our traditional  
California beach town*

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