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A word from our CEO



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Community, Visibility, and Revenue: *Defining the Pleasanton Chamber of Commerce*

As a long-time Chamber of Commerce industry professional, I have been asked numerous times over the years what exactly the Chamber does. We are often associated with local government, with many believing we are part of city government. We get phone calls asking about getting a business license, zoning requirements for specific areas, and more. And while we know some of this information, we would be doing a disservice to those asking questions if we didn't direct them to the best source for that information, which is the City of Pleasanton.

To be clear, we are not part of city government. By definition, a Chamber of Commerce is a private, membership-based, 501c(6) non-profit organization that works to improve its community by supporting local businesses. We differ in purpose from the better-known 501c(3) non-profits in that the c3's basic function is charity, while c6's are mostly business or membership non-profits. Both are independent and unaffiliated with local government, although we often work in partnership with the city to achieve goals that we all prioritize.

While that takes care of our legal definition, the question remains: What does a Chamber do? Here is my answer:

“We are the **community** that offers you **visibility** and **resources** to help you be successful and grow **revenue**.”

The Chamber is made up mostly of local businesses who want to support each other knowing that a rising tide lifts all ships and that every business benefits when a business grows. Chamber members drive referrals to one another. They share information about resources that improve business and, hopefully, increase revenue. That is the essence of Chamber membership.

So, the next time someone asks, “What does your Chamber of Commerce actually do?”, you will know the response: The Pleasanton Chamber of Commerce is the community that offers businesses visibility and resources to help them be successful and grow revenue. Got more questions? Contact the Chamber today!