



**ADHERE TO A SCHEDULE FOR REASSESSING MEMBERSHIP RATES**

We have not reassessed our membership rates and categories since 2012, and with our goal to provide our members with topnotch benefits, services, and connections, we will be implementing a 5% increase to the current membership rates. Moving forward, the rates will be assessed on an annual basis and the percentage of increase will be determined based on the current market and approved by the Officers. This will allow our organization to remain competitive within the current market and support the costs associated with business operations.

<b>CURRENT RATES:</b>	<b>5% INCREASE RATES: (effective July 1, 2022)</b>
Nonprofit: \$500	\$525
Associate: \$1,200	\$1,260
Corporate: \$3,000	\$3,150
Sustaining: \$5,000	\$5,250
Founders Circle: \$10,000	\$10,500

**ADD NEW MEMBERSHIP CATEGORIES TO INCREASE VISIBILITY & ENGAGEMENT AMONG THE DOWNTOWN BUSINESS COMMUNITY**

The following new membership categories will be offered to increase engagement among the Downtown business community.

- **Downtown Retail/Restaurant Enterprise:** \$450
- **Startup Enterprise:** \$850

The following elevated categories will be available:

- **City Maker Advocate:** \$15,000
- **City Maker Champion:** \$20,000

**RENAME THE CURRENT MEMBERSHIP CATEGORIES AND DEFINE FINITE QUALIFICATIONS THAT DETERMINE RATES AND PROVIDE GUIDANCE AT WHICH A COMPANY SHOULD CONSIDER JOINING**

The current membership categories have been renamed and finite qualifications have been established which determine the membership rate to provide guidance and clarity at which level a company should consider joining. The finite qualifier is based off the number of employees a company has based in San Diego County and the names of the membership category have been adjusted to better align with the size of the business.

<b>CURRENT NAME:</b>	<b>NEW NAME:</b>	<b>FINITE QUALIFIER:</b>	<b>RATE:</b>
	<b>Retail/Restaurant Enterprise</b>	Small urban retail or restaurant located in 92101	\$450

		<i>(chain/corporate businesses will be required to join at a higher level of membership based on their number of employees)</i>	
Nonprofit	<b>Nonprofit Enterprise</b>	501(c)(3), 501(c)(4), 501(c)(6), or a private charitable foundation	\$525
	<b>Startup Enterprise</b>	Early-stage startup company entering the market <i>(as the company grows, they will be asked to renew at the level in accordance with the size of business)</i>	\$850
Associate	<b>Individual Enterprise</b>	Independent business owner	\$1,260
Corporate	<b>Partner Enterprise</b>	Small business with less than 15 employees	\$3,150
Sustaining	<b>Executive Enterprise</b>	Medium business with 16-49 employees	\$5,250
Founders Circle	<b>Founder Enterprise</b>	Large business with more than 50 employees	\$10,500
	<b>City Maker</b>	Company or individual who serves the greater good through innovative contributions which affect their community in a positive way	Advocate: \$15,000 Champion: \$20,000

**PROVIDE THE SAME BASELINE BENEFITS TO ALL MEMBER LEVELS WITH A FEW EXCEPTIONS AND REFINE ADDITIONAL BENEFITS TO MEET THE NEEDS OF COMPANIES AT VARIOUS LEVELS OF MEMBERSHIP, À LA CARTE BENEFITS & SPONSORSHIPS WILL BE OFFERED**

To streamline offerings, we will be providing the same baseline benefits to all levels of membership with additional elevated benefits offered at the Partner, Executive, Founder Enterprises, and City Maker levels. In addition to the annual special event sponsorships, and to meet the needs of companies at various levels of membership, we will be offering à la carte benefits and various sponsorship & marketing opportunities throughout the year.

**REDEFINE THE OUTSTANDING PAYMENT SCHEDULE, CANCELLATION OF BENEFITS & REESTABLISH AND IMPLEMENT A MEMBER ONBOARDING AND OFFBOARDING PROCESS**

Adhere to a stricter outstanding payment schedule and cancellation of benefits notification and policies - while also reestablishing a formal onboarding and offboarding process to ensure our members are aware of their current benefits and status of membership. Upon signing up and renewing membership the company will be provided with an agreement which will outline the terms and conditions of membership for review and signature.