

Partnering with the Chamber of Commerce to Reach the Business Community

Government and Utility Programs

- ▶ FREBE
- ▶ CLEAN Business
- ▶ Business Energy Solutions
- ▶ Rebates and Incentives
- ▶ Savings by Design



South Bay Energy Action Collaborative

- ▶ Our EE work began expanding in 2012
- ▶ South Bay Cities:
 - Chula Vista
 - Coronado
 - Imperial Beach
 - National City



Working With the Chambers

- ▶ FREBE Ordinance Approved in National City in 2015
- ▶ National City Chamber began work in 2016



Thursday, March 9 • 5:30 p.m.
Novo Brazil • 901 Lane Ave #100, Chula Vista

Celebrate the latest CLEAN Business Program accomplishments, mingle with other business professionals, and experience amazing beer in a unique tasting room surrounded by Brazilian influence.

Novo Brazil is an international award-winning Chula Vista brewery with Brazilian soul! They give Chula Vistans a friendly craft beer lifestyle – with fun accents, aromas, colors, and unique flavors.



RSVP

admin@chulavistachamber.org • (619) 420-6603
Chamber Members: \$10 • Non-Members: \$20 • FREE for Chula Vista CLEAN Businesses!

National City Chamber of Commerce

- ▶ **Green Business Program: Energy Efficiency / Water Conservation/ Alternative Transportation/ Waste Reduction/ Health & Wellness**
 - *Encourage and facilitate sustainable practices in National City through education, outreach, networking, marketing, and advocacy.*
- ▶ **FREBE Program** via Partnership with Cities of NC and CV
 - National City Ordinance that mandates free energy evaluations as part of business license renewal process
 - Funded by South Bay Energy Action Collaborative
 - Chamber implements program on behalf of the City of National City
- ▶ **“Business Friendly”** Approach vs. “Enforcer”



National City Chamber of Commerce



**South Bay
Sustainability
Fairs**



*Green
Zone*

- ▶ **Green Zone** at large scale community events reaching 1000's
 - Bringing together dozens of Sustainable Organizations from throughout San Diego
 - Education
 - Direct Outreach to Public
 - Incentives
- ▶ **LEED by Example Project**
 - First Chamber of Commerce to certify as LEED O+M: Existing Buildings v4



Partnership



Clean Business Program



- ▶ Supporting environmental efforts
- ▶ Encouraging businesses to save money while helping the environment



Program Promotion

→ Work smarter, not harder.
Become a *Chula Vista CLEAN Business*.



Chula Vista CLEAN Businesses take sustainable action every day. Our members are local business leaders that commit to:



Education

+ Pollution Prevention

+ Energy Conservation

+ Water Conservation

+ Waste Reduction

= Sustainability

Member Benefits

- **Marketing Package:** Tout your achievements with a no-cost self-promotional pack.
- **Advertising:** Receive recognition in local websites, newspapers, newsletters, direct mailers, outreach and events.
- **On-Site Energy Evaluation:** Discover innovative ways to save resources and reduce energy bills.
- **Rebates and Incentives:** Get paid for doing good.
- **Technical Resources:** Learn how to improve your bottom line with an actionable sustainability plan.
- **Educational Resources:** Learn about waste audits, LEED certification and more.
- **Networking:** Collaborate with like-minded Chula Vista businesses.

How to Join

To be a member of the CLEAN Business Program, your business must:

- Be a business in Chula Vista with an office or storefront
- Have a current City of Chula Vista Business License
- Receive a no-cost energy and resource evaluation

+

More information or to join:
(619) 409-1975
www.chulavistaca.gov/clean





This initiative is part of the City of Chula Vista's Local Government Benchmarking program, which is funded by California utility ratepayers and administered by San Diego Gas & Electric under the auspices of the California Public Utilities Commission.

Work smarter, not harder.

Chula Vista CLEAN Business APPLICATION



Keep it simple. Apply online at www.chulavistaca.gov/clean or provide your information below and we'll contact you.

Business Name: _____

Business Address: _____

Contact Name: _____

Phone: _____

Email: _____

Do you have a current City of Chula Vista business license? YES NO

When is the best time to reach you (between what hours?): _____

Signature: _____

Printed Name: _____ Date: _____

It's EASY to become a Chula Vista CLEAN Business!

Questions?
Call (619) 409-1975 to speak with a Chula Vista CLEAN Business Advisor.






COMPLETED APPLICATIONS:

MAIL TO:
CLEAN Business Program
Office of Sustainability
276 Fourth Avenue, Building 300
Chula Vista, CA 91910

EMAIL TO:
clean@chulavistaca.gov

FAX TO:
(619) 691-5006



Program Promotion



- ▶ Advertising CLEAN Business Program on business cards



CHULA VISTA
CHAMBER OF COMMERCE

Lisa Cohen
CEO

lisa@chulavistachamber.org | 619 420 6603
www.chulavistachamber.org

233
Fourth Ave
Chula Vista
CA
91910

fax
619 420 1269



BECOME A MEMBER!

Benefits include:

- Networking opportunities
- Business contacts
- Legislative representation
- Referrals
- Promoting a good business image
- Tradeshows
- Community involvement
- Attracting new business
- A united business voice
- A broadened tax base




**Follow us on
Facebook
& Twitter!**

*Get the latest
on local events
and important
information.*

chula vista
**CLEAN
BUSINESS**

*The Chamber of
Commerce is
proud to be a
Chula Vista
CLEAN
Business.*

[www.
chulavistaca.gov
/clean](http://www.chulavistaca.gov/clean)

Program Promotion



► Website



The screenshot shows the website's header with the chamber logo and navigation menu (ABOUT, MEMBERSHIP, NEWS, EVENTS, BUSINESS, COMMUNITY, BAND REVIEW). The main banner features a background of various cacti and succulents with the text 'CLEAN BUSINESS'. The content area includes the heading 'Why be a CLEAN Business?' followed by a list of commitments and benefits for members, and a 'Quick Links' section with various resource links.

Why be a CLEAN Business?

CLEAN Business members commit to:

- Reducing energy use
- Reducing water use
- Reducing waste
- Purchasing more sustainable products

In exchange for your environmental leadership, CLEAN Business Program participants benefit from:

- Improved bottom lines
- Improved energy efficiency, air quality, water conservation, and waste reduction
- Access to no-cost tools, marketing, resources, and support
- Public recognition for participation in the program
- Showcasing sustainability efforts to customers and community members

By offering technical, educational, financial and marketing support, the CLEAN Business Program inspires real action toward economic and environmental health. Our members help keep Chula Vista beautiful and vibrant.

Quick Links

- Demographics
- CLEAN Business
- City of Chula Vista
- ELECTED OFFICIALS
- Business Yesterday
- Business Today
- Business Tomorrow

Social Media



facebook



Chula Vista Chamber of Commerce

Home

About

Events

Photos

Community

Reviews

Posts

Create a Page



DINE | SHOP | STAY *Chula Vista*

Like + Create Fundraiser Share ...

Send Message



MAYOR *Mary Casillas Salas*
and members of the *Chula Vista City Council*
cordially invite you to the

**STATE OF THE CITY
ADDRESS**

Tuesday, *May 8* at 6 p.m.

Council Chambers

276 Fourth Avenue, Chula Vista

Reception Immediately Following

Please RSVP: 619-691-5044 / nzaniga@chulavistaca.gov



Search for posts on this Page

Nonprofit Organization
3.7 ★★★★★

Community See All

931 people like this
922 people follow this

About See All

www.chulavistachamber.org
Nonprofit Organization

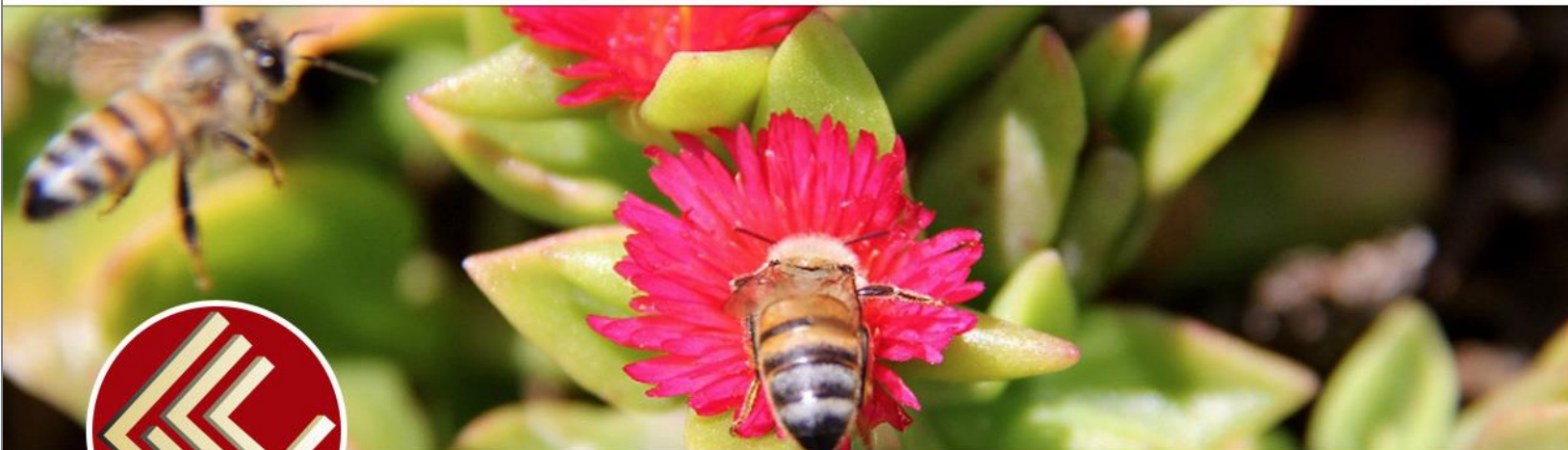
People >

★★★★★
931 likes

Pages Liked by This Page

Parade Band Foundation, Inc.

English (US) · Español · Português (Brasil) +



Chula Vista Chamber

@chambercv

The Chula Vista Chamber of Commerce represents over 1,000 local businesses. Dine, shop, invest & play Chula Vista. We are San Diego County's 2nd largest City.

Chula Vista, Ca

chulavistachamber.org

Joined February 2010

256 Photos and videos



Tweets	Following	Followers	Likes	Lists	Moments
9,282	3,702	4,073	380	1	0

Tweets Tweets & replies Media

6 15

Chula Vista Chamber Retweeted



SDG&E @SDGE · Jun 6

Thank you! RT @SempraEnergy: Congratulations to @SDGE on receiving the 2018 #EdisonAward for enhancing wildfire preparedness and grid resiliency! #EEI2018 bit.ly/2JvWpsm



1 2 7

Chula Vista Chamber Retweeted

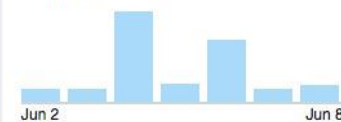


Sweetwater Schools @SUHSD · Jun 6

The @MontgomeryHigh Aztecs are ready for graduation!! #SUHSDGraduation2018 #suhsd

Your Tweet activity

Your Tweets earned 1,174 impressions over the last week



View your top Tweets

Who to follow

- carlos** @carlosgrumbles Follow
- Patricia Aguilar** @PatAgu... Follow
- Gloria Ciriza** @1ciriza Follow

Find people you know



Building Upgrades

- ▶ Lighting Ballasts
- ▶ Energy-efficient appliances



Outdoor Upgrades

- ▶ Waterwise plants
- ▶ NatureScape
- ▶ New roof and gutters



NATIONAL WILDLIFE FEDERATION®

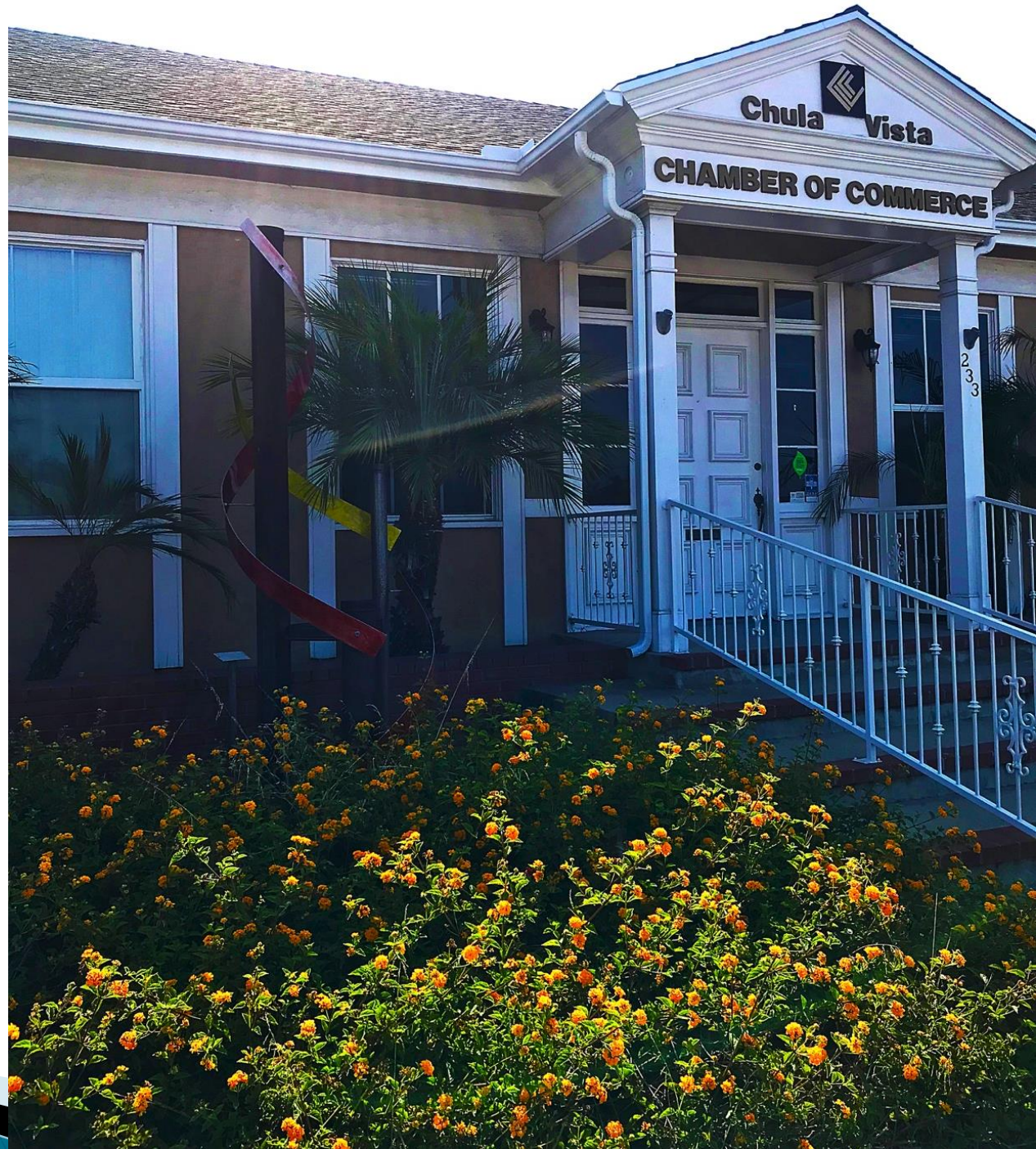
Certified WILDLIFE Habitat®

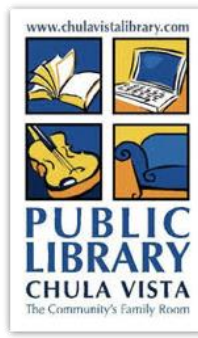
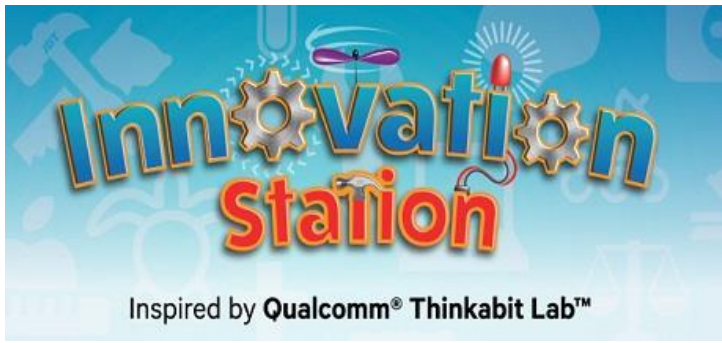
This property provides the four basic habitat elements needed for wildlife to thrive: food, water, cover, and places to raise young.



nature:scape

NATIONAL
WILDLIFE
FEDERATION®
nwf.org





▶ Partnering business with education



SMALL BUSINESSES

Businesses are happy to do their part for energy efficiency because they know it saves them money. Smart City has 15,000 small businesses and 50 industrial organizations.

Energy audits help businesses determine where they can be more energy efficient. The same professionals who conduct the audit also explain different options to help fund energy efficiency upgrades, which is great for smaller businesses.



TIP Chula Vista's FREBE (Free Resources & Energy Business Evaluation) program offers free on-site energy and water efficiency evaluations. Visit chulavistaca.gov/frebe for details.

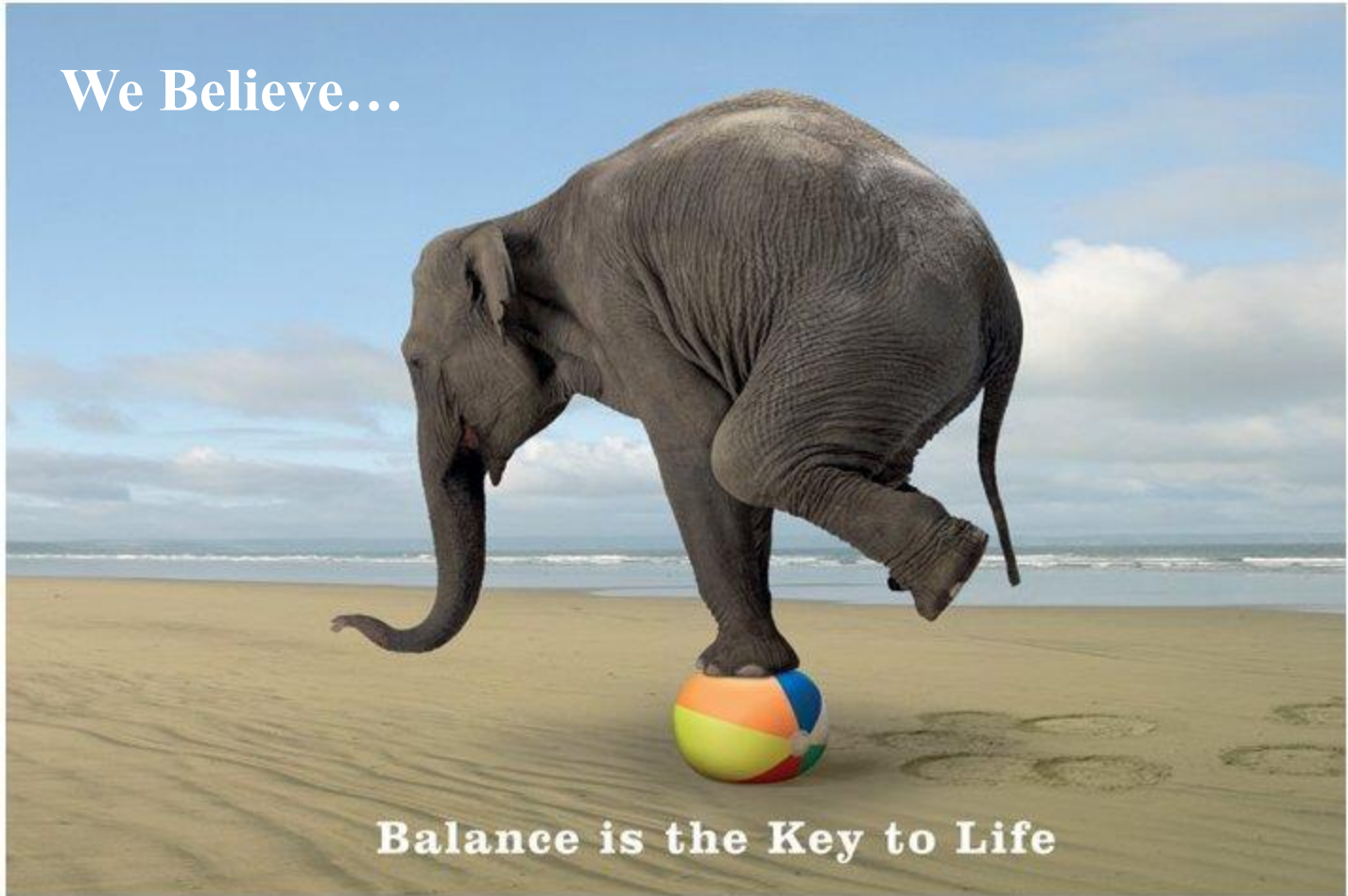
ENERGY LINGO BINGO

Energy audit: an assessment that shows where energy can be saved in a home or business that can lead to significant energy bill savings over time.



Grab an Activity Guide from the wall by the staircase door to play Energy Lingo Bingo!

We Believe...



Balance is the Key to Life

SUSTAINABILITY...

- 1.** Our Responsibility as a Business & The Support We Receive
- 2.** Utilizing Our Capabilities & Supporting the Changes we Make
- 3.** Facilitating Balance for the Growth & Sustainability of **ALL** Industries (Life)



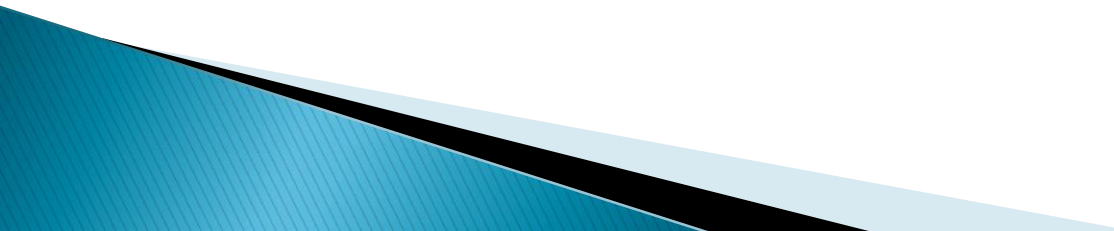
PERRY
PLUMBING
HEATING & AIR
The Plumber Other Plumbers Recommend

Our Responsibility as a Business & The Support We Receive

- ❖ Continuously Demonstrate Sustainable Business Practices, Education & Outreach
- ❖ Promote Awareness through Educational Outreach & Innovation & Transparency
- ❖ Consistently Strive to Improve Efficiency and Maintain Balance



Utilizing Our Capabilities and Supporting the Changes we Make

- ❖ The Expense of a Paperless Transition and its Illusion of simplicity
 - ❖ Emerging Software Businesses lacking Experience & Governness
 - ❖ Overlooking Key Industries with Direct Influence & Access to the Community at Large
- 

Facilitating Balance for the Growth & Sustainability of ALL Industries (Life)

