

MEMBERSHIP CHECKLIST

Membership

- ☐ Register your team for our I Am Santa Barbara hospitality trainings
- ☐ Attend monthly Lunch and Learns
- ☐ Keep your staff contacts up to date so that we can reach you with updates, referrals and promotions

Digital Marketing/Advertising

- ☐ Provide Visit Santa Barbara with high-resolution images
- ☐ Keep your member microsite on SantaBarbaraCA.com up to date with interesting images, copy and business information
- ☐ Be sure to follow Visit Santa Barbara on social media and use the hashtag #SecSB and #SavorSB when posting to your channels
- ☐ Submit upcoming events to SantaBarbaraCA.com's calendar of events
- ☐ Submit special offers to the special offers section on SantaBarbaraCA.com
- ☐ Consider Visit Santa Barbara's cooperative marketing programs and sales opportunities

Sales/Public Relations

- ☐ Send news and press releases about your business/attraction to all of Visit Santa Barbara's teams
- ☐ Participate in sponsorship opportunities and inform the sales team of any group value dates or need periods
- ☐ Partner on FAM trips for journalists, influencers and meeting planners or tour operators/wholesalers