



2022 Street Map & Resource Guide

Dear Chamber Member:

The Visalia Chamber of Commerce is pleased to once again be working with the cartographic and marketing firm of Target Marketing to publish a new, up-to-date, full-color *Visalia Street Map and Resource Guide*. This publication will be the only official map endorsed and distributed by the Visalia Chamber of Commerce, distributed to locals, tourists, newcomers, and arriving professionals via the Chamber Information Center, Relocation Packages, and Tourism Promotions.

Accurate, user-friendly maps are a popular item for our newcomers, potential commercial relocation candidates, and even our lifelong residents. Target Marketing will also be offering members an opportunity to be included on the popular mobile GPS app, Waze. This app has 110 million users and we are excited about giving you this option.

Here are a few more reasons to include your advertisement on the new map. According to US Census Data:

- Over 11% of the U.S. population relocates annually.
- In the first six months of moving to a new home, the average home owner spends over \$12,000.
- New movers are 5 times more likely to become your long-term customers - if you reach them first.

Bordering both sides of the map, business cards will be arranged categorically to highlight local businesses. Advertising space on the back cover and a limited number of interior display panel ads are also available. Participating advertisers will receive a complimentary supply of the folded maps with a counter-top display dispenser. The maps will be available free of charge at City buildings, the Chamber of Commerce and at other high-traffic areas.

Don't miss out on the unique member opportunity to reach potential buyers, new residents and new partners. Space is limited, and sponsorships are reasonable, especially considering more than **10,000** maps will be printed and available for the next 18-24 months.



Sincerely,

Gail Zurek

Gail Zurek
President & CEO

YES! I am interested in advertising in the Visalia Chamber Street Map & Resource Guide!

Fill out the form below and email to jhensley@chambermaps.com

Business Name _____ Contact Name _____

Phone _____ Email _____

John Hensley may be reached at (859) 912-4994