August 27, 2018

Dr. Chuck Matthews
Director, North County Regions
County of San Diego Health and Human Services Agency
649 W. Mission Ave. #1
Escondido, CA 92025

Dear Dr. Matthews:

The San Marcos Chamber has grown over the last two years. Each year we add value for our members and provide them with the resources they need to grow their business.

Our mission is to be an advocate of business dedicated for the promotion and development of a positive business environment in San Marcos. Our goals are to advocate to all levels of government to meet the needs of our members, connect businesses and the community through unique events and to maintain a sustainable organization by growing our membership base.

The San Marcos Chamber of Commerce supports the three pillars of the *Live Well San Diego* vision for the North County Community. Currently, the Chamber hosts two street fairs that feature free admission and free entertainment. Among the over 200 vendors are several health related booths. Organizations such as North County Health Services, Palomar Health and many local dentists, orthodontics and health care providers share valuable health related information with residents of the community. The City of San Marcos is also a prominent partner in these events. These events are an example of the Chamber's commitment to provide the community with information and resources to Build Better Health. For example, on August 8 the Chamber partnered with Live Well @ Work for a presentation titled "Creating A Culture of Health: Advancing Your Company's Workplace Wellness Journey". This program was incorporated into our monthly Business Seminar Series.

With regards to the Living Safely component, the Chamber facilitates a Government Affairs Committee, which is comprised of state representatives, County Board of Supervisors representative, city and school officials, utilities and the sheriff's office. These representatives make a report at the monthly meetings providing valuable information to all Chamber members in attendance. In addition, they provide the Chamber with information that can be disseminated to over 4,600 subscribers of the weekly newsletter.
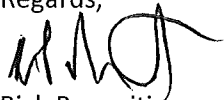
The San Marcos Chamber is growing and each year we add more events for the community and more resources for our members. The commitment to this growth is in harmony with the Thriving pillar of *Live Well San Diego*. We partner with the city in presenting the annual State of the City luncheon and the Meet Your Elected Officials Chamber Mixer. The State of the City event gives Chamber members and residents an opportunity to learn about upcoming developments in the city, as well as local companies that are being honored and celebrated. The Meet Your Elected Officials event provides a unique

opportunity for residents of the community to meet with their legislators to discuss issues in an informal setting. In 2017, we revived the Taste of San Marcos and hosted this event in North City, the newest mixed-use development in San Marcos. This event allowed the community to celebrate some of the finest food and beverage offerings of San Marcos, as well as get a glimpse of the progressive climate of their city.

Our Strategic Planning Committee, comprised of Board of Directors members, recently drafted a three-year plan that designated three pillars of the Chamber. Those pillars consist of Advocacy for Chamber Members, Promoting San Marcos and Adding Value for our Members. These pillars will allow the Chamber to maximize our partnerships with our members to provide them with the resources they need to enable growth in their business. In return this will allow for a robust economy benefitting the city of San Marcos and allowing the Chamber to enhance current events and create additional events for the community.

The San Marcos Chamber of Commerce is committed to contributing to a thriving North County community and is looking forward to partnering with the County of San Diego to advance the *Live Well San Diego* vision.

Regards,

Rick Rungaitis
CEO San Marcos Chamber of Commerce