

# SANTA YNEZ VALLEY VISITORS ASSOCIATION

## WHO

The Santa Ynez Valley Visitors Association (SYVVA) is a group of individuals representing the business community from throughout the valley for the purpose of marketing the Santa Ynez Valley as a destination.

## WHY

Much in the way Napa Valley markets and advertises their entire valley as a destination, the SYVVA markets our valley as a destination offering diverse communities and activities to visit and enjoy.

The association is not intended to replace the efforts already taking place by organizations representing the individual communities making up the valley, but to enhance their effort through a focus on a *valley wide* effort under the *Santa Ynez Valley* name.

Funding for the Association's marketing and advertising effort comes from a marketing grant awarded by county government as well as Association Membership dues. Additional marketing and advertising opportunities are funded as special projects from within the Association's membership.

## WHEN

The Association's direction is guided by a Board of Directors who meet on the first Wednesday of each month. An Annual Meeting of the General Membership will be held once a year. The General Membership is encouraged to attend the Annual Meeting as well as are welcome to attend the monthly Board of Directors Meeting.

## HOW

How can you get involved? Attached is a membership application outlining the benefits of joining our efforts. We would love to have you join and have your assistance in placing the Santa Ynez Valley on the map!

Santa Ynez Valley Visitors Association  
P.O. Box 1918 Santa Ynez, CA 93460  
800.742.2843 ♦ [www.santaynezvalleyvisit.com](http://www.santaynezvalleyvisit.com)  
Or contact Brian McCague @ 688.8000