



FOR IMMEDIATE RELEASE

St. Helena Chamber of Commerce Unveils New Community Initiative “Chamber Creates” to Boost Community Vibrancy, One Project at a Time.

ST. HELENA, Calif. (April 2, 2024) –

The St. Helena Chamber of Commerce (SHCC) is hoping to ignite a wave of community pride with its newest initiative, "Chamber Creates." This comprehensive program aims to strengthen the connection between residents and businesses, while beautifying the town and fostering a vibrant future for St. Helena.

SHCC CEO, Amy Carabba said, “The Chamber designed this program to build community champions, one project at a time. I am incredibly proud of the Chamber’s existing community efforts, such as our High School scholarship fund and holiday decor. We’re thinking outside of the box with Chamber Creates, and challenging ourselves and the community to DO MORE. We’re working on a 3-phase beautification art project and a Community Business Advocate program, building up our community champions. I hope St. Helena will join the Chamber Creates movement, for a brighter and more creative future.”

Art on Main: A Canvas for Community Spirit

A cornerstone of "Chamber Creates" is "Art on Main," a project transforming St. Helena's Historic Shopping District into an open-air art gallery while highlighting its historical character and architecture. The Chamber, in partnership with the St. Helena Beautification Foundation and enthusiastic locals, plan to complete three public art installations in the next five years. The first project, slated for completion in late August/September pending city approval, is a large mural on the Wydown Hotel at 1424 Main Street. This initial piece will set the stage for future installations, including one aimed at activating an alleyway and further connecting businesses throughout the district.

Become a Community Business Advocate: Invest in St. Helena's Success

SHCC isn't just for business owners! As part of “Chamber Creates,” the Chamber is inviting residents to join the initiative as "Community Business Advocates." For a \$200 annual contribution, advocates directly support destination marketing efforts, attracting more visitors, supporting local businesses. The Chamber invests these contributions into the overall destination marketing plan that supports the vitality of our businesses. Those unable to contribute financially can still play a vital role by volunteering 25 hours annually for SHCC. Opportunities range from assisting with events to supporting the Welcome Center. All Community Business Advocates, whether contributors or volunteers, receive recognition on the Chamber website, local media mentions, and invitations to exclusive networking events.

St. Helena High School Scholarship Fund

The SHCC has been providing scholarships to local high school students since 2013. Nearly 40K has been distributed through Chamber scholarships, providing financial assistance for St. Helena youth to pursue their career goals.

Together, We Create a Thriving St. Helena. Join the Movement Today

Visit sthelenachamber.com or call (707) 963-4455 to learn more about "Chamber Creates" and discover how you can make a difference.

MEDIA INQUIRIES:

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