

A Guide to Using the Valley Discount Card for Local Businesses



What is the Valley Discount Card? The Valley Discount Card (VDC) is a tool created by the Encino Chamber of Commerce to offer local businesses (retail, professional and others) in Encino and surrounding areas, a method to increase their customer traffic and (hopefully) their business revenue by providing specific discount offers to consumers. It is a bright green, credit card-sized paper card (see illustration above right).

- Businesses must be a member of the Encino Chamber of Commerce to become a provider for this program.
- Each business can select the type and size of discount they will offer. They are responsible for offering that discount when the customer presents the VDC.
- This program provides customers with not only a discount on specific products and/or services, but also appeals to their sense of being able to support local businesses.
- Individuals do not have to be a member of the Encino Chamber to use the Valley Discount Card and receive discounts.

How do Customers Learn About the Valley Discount Card?

- The Encino Chamber of Commerce provides a free window card to inform customers that the Valley Discount Card is accepted at your business.
- The specific discount offers from member businesses are publicized and promoted by the Encino Chamber of Commerce via a variety of materials, including: the Chamber's Website (www.encinochamber.org), a printed brochure, a Valley Discount Card-specific website (valleydiscountcard.com), the Chamber's mobile app for iOS and Android, press releases to the media plus upcoming social media pages on Facebook, Twitter and Google+.

Where Can A Customer Pick-Up A Valley Discount Card?

- The Valley Discount Cards are free and can be picked-up at the Encino Chamber of Commerce during normal business hours (M-F, 10:00-5:00). We are located at 4933 Balboa Blvd, just north of Ventura Blvd. Note: Please call first, since we are sometimes away from the office at an official Chamber event. Our number is (818) 789-4711.
- At Chamber-sponsored events like "A Taste of Encino".

How Can A Business Become A Part of the Valley Discount Card Program?

- Call the Encino Chamber of Commerce for details and an application (818) 789-4711.