

# Encinitas Chamber CHATTER

## Meet Cyndi Darlington, President & Founder, Darlington Marketing & Encinitas Chamber Economic Development Committee Member

San Diego native Cyndi Darlington is a former Encinitas Chamber of Commerce Board member and a current member of the Economic Development Committee. It's Cyndi's passion for small business that make her an amazing asset to the Chamber and Economic Development Committee.

When working at several big corporate ad agencies she noticed a distinct lack of resources to help small businesses move forward. So in 2010 Cyndi started Darlington Marketing with the primary goal of helping small businesses succeed. As she says, "We also work with larger companies, but our mission is really to provide resources for small companies, primarily in the restaurant, grocery and food service industries. Food people have an amazing passion, but often need assistance on the business side of the equation."

"I love working with the Chamber to help our local businesses. It can be tough in a place like Encinitas, where rents are high and red tape can be



**DARLINGTON MARKETING** President Cyndi Darlington currently serves on the Encinitas Chamber's Economic Development Committee. Courtesy photo

prevalent. The goal of our Committee is to work closely with the City to make that process easier."

"Not only do we want to keep our businesses informed of changes and updates to any policies they'll need to know, we ad-

vocate on their behalf to streamline things, as well as letting them weigh in collectively on important issues. One example is the El Camino Real Specific Plan being worked on currently. Our Committee is attending meetings and soliciting feedback

from our Chamber businesses about how these changes might affect them, and what they'd like to see."

"We also hope to work with the City on Economic Development planning in hopes to help bring new business here. Oceanside is a great example of a city that has really transformed the whole culture of the city with a strong economic development plan."

"Small business is the heart of any thriving community, and it also gives opportunities to underrepresented groups. As an Encinitas resident who loves our town, it's important to me to be a part of a thriving business community."

As far as Cyndi's perfect day in Encinitas, "I'd start the day with hot yoga at Asteya, coffee at Gordy's Bakery, a walk on the beach at Beacon's, then meet my husband for Poke at Lazy Acres for lunch, go shopping on the 101 or head to the dog park at Encinitas Community Park with our two insane labs."

For more information on Cyndi <https://darlingtonco.com/>.



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