

All Memberships Include the Following Benefits

- SDDA monthly e-newsletter
- Tuesday and Thursday email updates from SDDA ~ SDDA eNews
- Voting privilege for SDDA Board elections
- Member decal
- Invitation to the Annual Meeting
- Downtown Round Table Meetings (3 per year)
- Business profile and links on the SDDA website

Individual Supporter ~ \$45

Whether you want to support Staunton Downtown as a good neighbor or a loyal shopper, we value your support and contributions. We want to give you a voice and keep you informed.

- SDDA Member-2-Member discounts

Downtown Service District Property Renter ~ \$50

If you own a business within the boundaries of the Downtown Service District, get connected to the business community and receive support essential to business growth Downtown.

- SDDA Member-2-Member discounts
- Listing in the Downtown Shopping & Dining Guide*
- Downtown Gift Card Program *
- Email blasts to SDDA members for your promotions and events
- Discounts and invitations to business seminars
- Use of SDDA sponsor logo in your advertising
- Inclusion in SDDA events *
- Cooperative advertising opportunities *
- Downtown Business Packet *

***These benefits apply only to businesses physically located in the Downtown Service District.**

Downtown Service District Property Owner Basic ~ No Cost

Downtown Service District property owners receive an SDDA membership at no cost to acknowledge your significant tax contributions. As a property owner in the DSD, your tax dollars enable the SDDA to pursue our Mission.

- Listing in the Downtown Shopping & Dining Guide *
- Downtown Gift Card Program *
- Email blasts to SDDA members for your promotions and events
- Discounts and invitations to business seminars
- Use of SDDA sponsor logo in your advertising
- For sale/rental property listed on the SDDA website
- Design assistance for façade improvements through Virginia Main Street *

Downtown Service District Property Owner Deluxe ~ \$40

This package offers property owners in the DSD enhanced benefits including all of the Downtown Service District Property Owner Basic benefits plus:

- Inclusion in SDDA events*
- Cooperative advertising opportunities*
- SDDA Member-2-Member discounts
- Downtown Business Packet *
- SDDA Member Card

Outside Downtown Service District Business Supporter ~ \$150

We value our neighbors just outside the boundaries of the Downtown Service District and want to support community growth through your business efforts. The SDDA can keep you linked to Downtown activities and help you to create awareness for your business.

- SDDA Member-2-Member discounts
- Email blasts to SDDA members for your promotions and events
- Discounts and invitations to business seminars
- Use of SDDA sponsor logo in your advertising

2013 New Member Application

Business Name: _____

Owner/Contact Name: _____

Business Address: _____

Business Phone: _____

Cell Phone: _____

Email: _____

(Enter the email where you would like to receive the SDDA eNews.)

Website: www. _____

Facebook: _____

Please describe your business: _____

How would you like to receive the Newsletter? __US Mail __email

I accept Downtown Gift Cards at my store. __Yes __No

Please return the completed Application and Profile by mail or fax, along with your credit card information or check made out to the Staunton Downtown Development Association
110 W. Johnson Street, Suite 225 ● Staunton, VA 24401
Phone: (540) 332-3867 ● Fax: (540) 851-4018
or pay online at www.stauntondowntown.org

Member-2-Member Discounts

Are you willing to give a “members only” discount or service? Member-2-Member discounts promote products and services to your fellow members, creating awareness, strong business-to-business relationships and inspiring them to Buy Locally.

___ Yes, I would like to participate.

My offer is: (please describe) _____

Volunteer for the SDDA

Please join us at any or all four committee meetings ~ each meets once per month. We would love your input! See the calendar of meetings in the monthly newsletter.

___ **Economic Development:** Strategic planning and programming for business development, recruitment and retention.

___ **Promotions:** Advertising, marketing, planning and designing events, promotions and shopper programs that support Downtown business.

___ **Design:** Protect the integrity of the Streetscape, proactive agent for implementation of design projects and community initiatives.

___ **Organization:** Membership, member communication, organizational development and housekeeping.

SDDA Promotional Opportunities

The SDDA offers members free and affordable resources to promote and market business information, events, products, sales, milestones, services, jobs, Website or Facebook page.

Free Member Benefits

eBlast

Each Tuesday and Thursday, an email from the SDDA is sent to over 1000 addresses including members and member groups, Downtown businesses, property owners, community organizations, the media and more!

Signs and Posters

Two kiosks are located on Johnson and Augusta Streets for posting signs. Send your pdf file and we will send it to the Visitor's Center for display on their monitor, pending approval.

Web Promotion

We will list your business information, Internet sites, job openings and property listings on www.stauntondowntown.org and share event invitations, video or photos on the SDDA Facebook page.

Affordable Advertising

Cooperative Advertising

The SDDA negotiates and underwrites reasonably priced ad packages with local media. Look for information in the SDDA eNews!

Website Banner ads

Members pay only \$75 per month plus Production fees (Member: \$35/Non-member: \$50) to post a banner ad on our website. Reach a growing audience!

Event and Program Sponsorships

Custom sponsorship packages are affordable and designed to suit your business needs with logo inclusion on all printed materials, advertising, on event premiums and a presence at all associated events.

Trolley Advertising

Advertise your business on the Trolley! Your message will be displayed on the outside of the Green or Silver Line Trolley, different sizes and prices available.

Julie Markowitz

540-332-3867 • sdda_director@ci.staunton.va.us



Downtown Service District (DSD)

Commercial property located within the boundaries of the Downtown Service District pay a special assessment tax of an additional 15 cents for every \$100 of property tax, which supports the SDDA. Business and property owners within the DSD boundaries receive different benefits as compared to those who are outside those boundaries. To understand how you qualify for membership categories and benefits, please refer to the map displayed above this text.



MEMBER APPLICATION

MISSION STATEMENT

"To support the Downtown Service District economic environment and position the Downtown as a center of commerce while maintaining the character and integrity of Staunton as an attractive place to live, work and visit."