Downtown Association of Santa Cruz

Associate Memberships

Qualifiers:

- Businesses that are Downtown Adjacent: within 1 mile of the district ("walking distance")
- Non-competitive? Or is overlap OK?

Pricing

- Average BIA Fee = $789.41/year
- Median BIA Fee = $361.33/year
- Offer Affiliate Membership for $1/day = **$365/year**? Or **$500/year**? Rates by # of Employees?

What You Get

- Receive weekly *Business News* sharing info/resources relevant to doing business in the Downtown area
- Attend any workshops, or educational things…
- Invitations to attend membership mixers and partner/volunteer with Downtown celebrations
- Reduced fees to participate in Downtown events (like Kids Day, Holiday Parade, etc.)
- Participate in Downtown promos/ads for students, employees, and more select marketing
- Listed in our online www.DowntownSantaCruz.com Directory as Downtown Adjacent
- Priority on sponsorship opportunities

What You Won't Get*

- Ambassador Services & Neighborhood Advocacy
- Participation in walk-around Downtown events (e.g. Wine Walk, Reindeer Round-Up)
- Eligibility to serve on the Board of Directors / voting membership in the Downtown Association
- Listing in Map & Directory (print & marquees)
- Limited print + social media opportunities (which primarily direct visitors to Downtown)

must be an in-district member for the full suite of Association services

<u>Initial Interest List</u>

- Sea Glass Orthodontist
- Sew & Vac
- Paradox
- Big Basin Vineyards
- The Hook

<u>Potential Outreach List</u>

- Hindquarter
- Samba Rocks Acai Cafe
- Riverside Lighting
- The Neighbor's Pub
- Hernandez Market
- 711 (Laurel & Chestnut)
- Ultramat
- De La Hacienda Taqueria
- Iveta
- Kind Peoples
- Current eBikes
- Satellite Workspace