

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***

Initial Interest List

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

Potential Outreach List

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