



On the Bright Side of the Bay

Downtown Business Association of St. Petersburg, Florida, Inc.

Founded in 1973, the Downtown Business Association (DBA) is a not-for-profit membership association representing the arts, retail, restaurants, banking, utilities, city government and other various types of businesses, with a common interest of strengthening the downtown area. We promote downtown St. Petersburg as a vibrant, safe and friendly waterfront environment with outstanding entertainment, cultural attractions, educational facilities, retail, art galleries, medical care resources, architectural design and business opportunities.

Meetings: Our membership meetings are held the 3rd Wednesday of each month, from 7:30 – 9:00 am, at various locations. Meetings are designed to provide an opportunity to share important information about your business, as well as offering opportunities to learn more about our community, area events, customer service, merchandising and more. Membership dues are paid annually and all monies collected go toward the promotion of the DBA and its members.

Visibility: The DBA takes advantage of opportunities to obtain group advertising discounts from newspapers, magazines and tabloids to offer our members enhanced visibility to the public. Our e-mail communication and social media outlets allow members to share specials and discounts with each other, and to the public. Our web site and Facebook page promotes all of our members, and includes a calendar of upcoming activities.

Special Events: The DBA sponsors special events to promote downtown and its members, most notably the annual Sunrise Sale in the summer, which has been held for 43 consecutive years! Our main public relations/advertising event, with print ads, local television coverage, and in-store promotion, this event draws a substantial crowd to our businesses. The “pajama theme” of the past few years has been very successful and a great gimmick to draw publicity and promote downtown as a shopping and entertainment destination.

Problem-Solving: We are committed to the idea that as a group we are stronger. Through group discussion of common problems we can hopefully find solutions. Some ideas we can implement directly. Some opinions we can present to the city in hopes that with a collective voice our thoughts will be taken into consideration.

Communication: We feel that by knowing our neighbors we can provide valuable heads-up information concerning potential trouble or opportunity in our neighborhood. Communication is key.

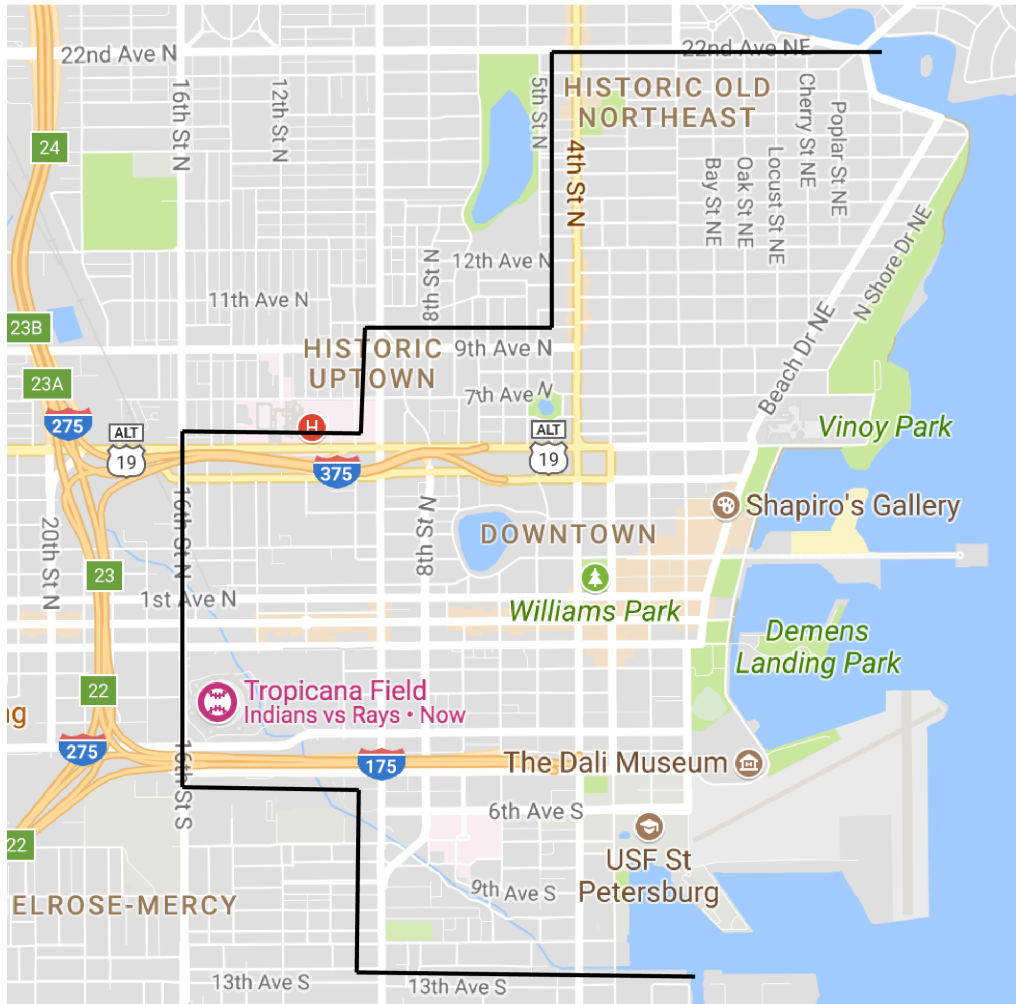
Partnerships: The DBA maintains relationships with the City of St. Petersburg, particularly the Marketing, Economic Development and Greenhouse; the Chamber of Commerce, Keep St. Petersburg Local, LocalShops1 and others. We have representation at the Downtown Neighborhood Association, the Central Avenue Council, the Downtown Waterfront Parks Foundation, and a number of other task forces and ad hoc committees. These relationships strengthen the benefits that the DBA can offer its members.



On the Bright Side of the Bay

DBA MEMBERSHIP CRITERIA

DBA membership is open to all businesses, business owners, executives, and managers who support the Mission Statement of the DBA and who have a physical location, open to the public, located within the geographical boundaries outlined on the map below.



Affiliate membership shall be open to businesses who do not meet the criteria stated above. Applicants must demonstrate connectedness to the downtown business community and an alliance with the mission and purpose of the DBA. Affiliate membership applications are subject to review and approval by the Board of Directors.

Dues are payable upon application for membership and renewable annually on the first day of January. Member dues shall be \$100 per year. Affiliate member dues shall be \$150 per year.



On the Bright Side of the Bay

MEMBERSHIP CONTRACT

Name of Business: _____
Physical Address: _____
Mailing (if different): _____
Business Phone: _____ Business Fax: _____
Business E-mail: _____
Business Website: _____

Name of Legal Representative (Owner/Manager): _____
Name of Person to Receive Correspondence: _____
Phone (if different): _____ E-mail: _____

I, the undersigned legal representative of the above-named business, do hereby agree to all terms and conditions required in the Downtown Business Association, including the payment of membership dues on or before the 15th of the month in which such dues are payable (January of each year). I also understand and agree that membership and all its benefits will be cancelled at such time my dues payments become more than 60 days in arrears. Membership reinstatement may only occur when all dues in arrears are paid in full.

Annual dues are based upon the calendar year. Choose the appropriate category:

_____ \$100 per member business _____ \$150 per affiliate member business.

Multiple representatives may attend/participate, but there is only one vote per member business.

Signature of legal representative Title Date

Brief description of business (as it will appear on the web site, www.stpetedowntownbiz.com):

Please return this form with check payable to: Downtown Business Association
200 2nd Ave. S #102
St. Petersburg, FL 33701