

2019 DEBA MEMBERSHIP APPLICATION

Please Complete or Visit www.enterprisedowntown.org to access form on-line

Business Name: _____

Type of Business: (ex. Gift, Boutique) _____

Owner/Manager: _____

Physical Address: _____

Email: _____

Phone: _____

Website URL: _____

Do you have a Facebook Page: YES NO

Operating Hours: _____

Brief Description of your business as you would like for it to appear on our DEBA Website: _____

ANNUAL MEMBERSHIP DUES: Please select one of the following:

INDIVIDUAL MEMBERSHIP: \$ 25.00 _____

DOWNTOWN BUSINESS MEMBERSHIP: \$ 150.00* _____

CORPORATE PATRON: \$ 350.00 _____

*Business must be located in the designated DEBA Downtown Business

Is this a NEW Application or Renewal? (circle one)

NEW

RENEWAL

Please submit this portion with payment to
DEBA Downtown Enterprise Business Association
P. O. Box 310269 Enterprise, AL 36331 no later than
12/31/18 to be included in 2019 Downtown Brochure

Application may be emailed to
allaboutartstudio@gmail.com

or dropped off at All About Art or Trinity Bank

MEMBERSHIP BENEFITS

DEBA IN ACTION—DOWNTOWN COMMUNITY:

- In 2018, worked in tandem with Chamber of Commerce and Enterprise City Government to create and host Downtown Events drawing thousands of patrons
- Invested Marketing/Advertising Budget of over \$30,000 to promote Downtown Events via newspaper, television, electronic billboard, social media, posters, Downtown promotional merchandise and more!

DEBA IN ACTION—YOUR BUSINESS:

- Maintaining website www.enterprisedowntown.org with over 1000 visitors per month with your Business Listing and link to your Business Website or Facebook Page.
- Facebook page maintained events and news updates
- Discounted Cooperative Billboard Program—\$100 per week. See Insert for Discounted Billboard Promotion
- FREE Listing in Downtown Promotional Brochure — 10,000 in circulation
- FREE Brochure Holder & Brochure Supply—\$20 value
- Monthly Membership Meetings to stay informed.

2019 PROPOSED EVENT CALENDAR

Mar. 16th St. Patty's Day Parade (Chamber Event)

Spirit of Enterprise Day of Service

April 16 Downtown Spring Fling*

July 12 Back to School Bash 5-9pm

Aug. TBD EHS Community Pep Rally*

Sept. 14 Boll Weevil Arts Festival*

Oct. 5th Girls Night Out*

Oct. 27th Boll Weevil Fall Festival* (Chamber Event)

Nov. 11th Veterans Day Parade* (City Event)

Nov. 23rd Holiday Open House

Nov. 29th Black Friday Pajama Party

Dec. TBD Christmas Parade* (Chamber Event)

Dec. 7th Whoville Festival Celebration*

Nov. 23 - Dec. 31 Whoville Holidays Downtown

*Indicates Proposed Main Street and College Street Closure

MEMBERSHIP LEVELS and DUES

Membership Dues are annual and due in December for the upcoming year. New members who join mid-year may receive a prorated membership rate based on the time they are joining.

INDIVIDUAL MEMBERSHIP: \$25.00

Individual community member who wishes to support and invest in the future of Downtown business development.

DOWNTOWN BUSINESS MEMBERSHIP*: \$150.00

Receives all DEBA Membership and Marketing Benefits and:

- FREE Booth space at DEBA Sponsored Events
- FREE Advertising Week on DEBA Billboard—\$100 Value
- Opportunity to advertise through DEBA's Cooperative Billboard program at the low cost of only \$100 per week See details under Cooperative Billboard Program

CORPORATE PATRON: \$350.00

Community corporate sponsor who wishes to support and invest in the future of Downtown business development. Receives all DEBA Membership and Marketing Benefits listed excluding inclusion in the Downtown Visitor's Brochure.

Other Corporate benefits include:

- Featured as a Corporate Patron on the DEBA website with a link to your own business website.
- FREE Advertising Week on DEBA Billboard—\$100 Value
- FREE Booth space at DEBA Sponsored Events
- Opportunity to advertise through DEBA's Cooperative Billboard program at the low cost of only \$100 per week See details under Cooperative Billboard Program

*One person having multiple businesses—as marketing benefits are tied to membership levels, each business location will be treated as an independent member and the owner should select a membership level for each business.

*One business having multiple members—(ex. Real Estate Agency and Agents) - each "umbrella" business will be responsible for a chosen membership level and then Individual Memberships at the \$25 level will be available to members under said business.



DOWNTOWN ENTERPRISE BUSINESS ASSOCIATION

COOPERATIVE BILLBOARD PROGRAM



As a DEBA Business or Corporate Member you are eligible for one FREE week on our digital cooperative billboards and are qualified to purchase additional weeks at the **low cost of only \$100/week**. Most small businesses could never afford this type of advertising independently, but collectively, we can pool our resources to make billboard advertising a reality for us all!

- DEBA's full time digital boards are on Hwy 84 @ Boll Weevil Circle & at the Publix Intersection daily traffic count is 44,000+
- DEBA's second digital board rotates between Hwy 167S @ BWC, Hwy 167N @ BWC, Hwy 27S @ BWC, and Ft. Rucker/Enterprise Gate.—daily traffic count between 10,000-15,000
- Your ad will run approx. 180 times per day on EACH board for a total of 360 exposures per day.

Participating in the DEBA Cooperative Billboard Program is as easy as 1,2,3!

1. Request and reserve your dates through Regena Lacey at allaboutartstudio@gmail.com
2. Forward your logo via email along with any copy you want included(theme, wording, photos, address, phone, etc.) Durden will design a proof for your approval.
3. Submit payment the week prior to your run date... then enjoy the benefits of this state of the art advertising!

BILLBOARD BONUS PROGRAM

BUY 4 WEEKS (annually) - 1 FREE	5 WKS FOR \$ 400.00
BUY 8 WEEKS (annually) - 2 FREE	10 WKS FOR \$ 800.00
BUY 12 WEEKS (annually) - 3 FREE	15 WKS FOR \$ 1200.00
BUY 16 WEEKS (annually) - 4 FREE	20 WKS FOR \$ 1600.00
BUY 20 WEEKS (annually) - 5 FREE	25 WKS FOR \$ 2000.00
BUY 40 WEEKS (annually) -12 FREE	52 WKS FOR \$ 4000.00

**Paid Weeks Must Be Paid in Full Before FREE Weeks are Awarded*

2019 DEBA Board of Directors

Executive Board:

President/Marketing Director: Regena Lacey—All About Art
334-348-2738

Vice Pres/Secretary: Stephanie Walden—Style ASAP
334-417-0075

Treasurer: Lori Nelson—Trinity Bank - 334-348-2265

Vendor Relations: Debbie Gaydos—Shopaholic 334-417-0090

Web/Social Media Manager: Amy Williams - 334-790-9211

Board Members:

Charlene Goolsby - Goolsby Plumbing & Electrical

Erin Grantham - Chamber of Commerce

Ken Emmerson – Cam's Cottons

Kendra Wester - Boll Weevil Soap Company

Kim Owens - Simply South Boutique

Louis Cameron – The Olive Fruit

Roy Hoobler - Hoobler Music

Suellen Mitchell - Ed Sherling Ford

Tammy Doerer—Tourism Director City of Enterprise

**DEBA Membership Meetings are held the first
Monday of the month at 6:00 pm at All About Art.
All DEBA members are invited to attend.**



DEBA



Downtown Enterprise Business Association

P. O. Box 310269 Enterprise, AL 36331

www.enterprisedowntown.org

MISSION STATEMENT: *To make Downtown Enterprise a target destination for arts, history, entertainment, dining and shopping for all ages in the Wiregrass area through creative marketing, a cohesive community of merchants, and a fresh take on discovering Downtown.*

VISION STATEMENT: *To help families and individuals live happier and more enriched lives by providing arts, entertainment, exposure to local history, while creating a fun and unique shopping experience for all ages.*

DEBA membership and the support of our members is critical to our ability to promote business while protecting Downtown interests and plans for future success.

As a DEBA member, you enjoy the financial and community benefits derived from a strong Downtown Association. Please join us in showing your commitment to the future of Downtown Enterprise as a fun, attractive community we can all be proud of by becoming a DEBA member today.