

## WHO WE ARE . . .

We are your neighbors. We are representatives of the business community, working together to address the issues of business ownership in the Borough of West Reading.

## OUR HISTORY . . .

The West Reading Business Association is organized and supported by the West Reading Main Street Authority.

## OUR COMMON MISSION . . .

The West Reading Business Association addresses issues involving public safety, traffic and parking regulation, code and zoning enforcement, security in the workplace and overall improvements to the public environment Borough-wide.

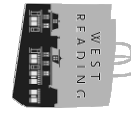
## OUR COMMON VISION . . .

West Reading's business community will include an effective combination of high quality, retail, commercial, professional and service businesses offering distinctive products and services and accommodating the desires of a wide range of consumers. The Borough's historic and commercial buildings will be rehabilitated for mixed use including upper floor housing. The fully revitalized CBD streetscape noticeably increases the desirability to own land and operate properties and businesses in the Borough and attracts new investors, entrepreneurs and customers.

## OUR FUTURE . . .

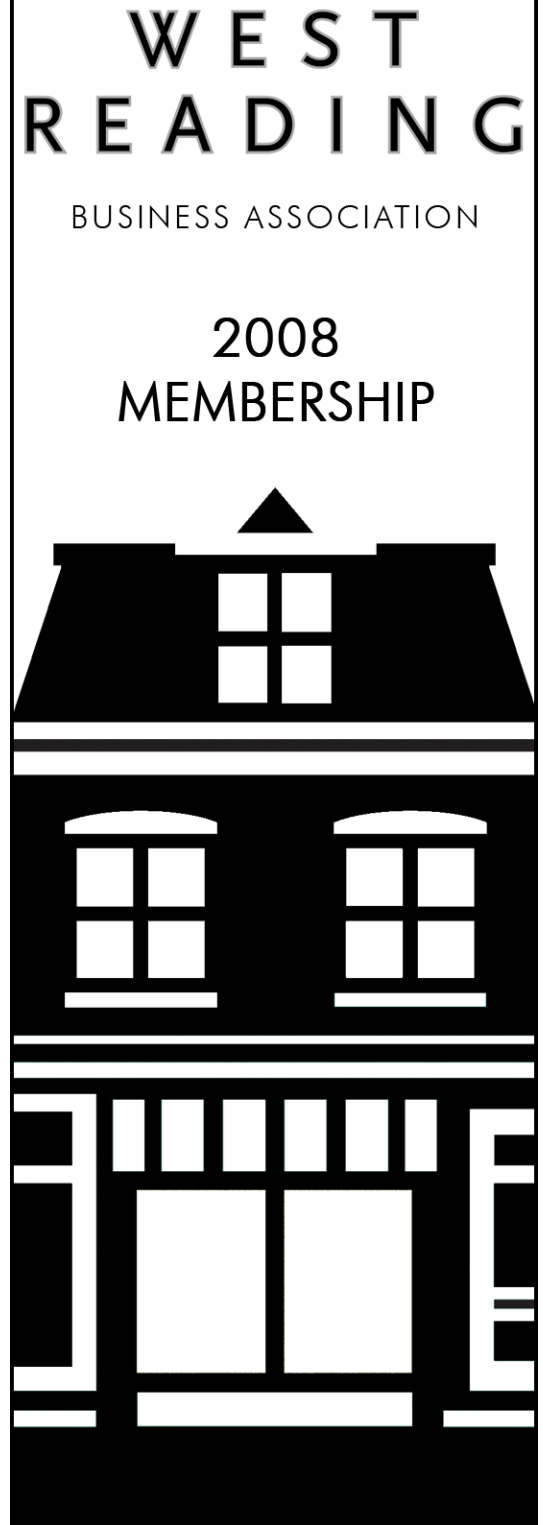
- ◆ Strengthen economic rejuvenation of property and commerce.
- ◆ Improve the image and perception of the Borough to residents and visitors.
- ◆ Assure the historic continuity of the Borough's architectural heritage.
- ◆ Promote a sense of community and unified purpose.

Phone: 610.685.8854 ◆ Fax: 610.685.9061 ◆ Email: [info@westreadingmainstreet.org](mailto:info@westreadingmainstreet.org) ◆ [www.westreadingmainstreet.org](http://www.westreadingmainstreet.org)



West Reading Business Association  
500 Chestnut Street  
West Reading, PA 19611

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US POSTAGE  
PAID  
READING, PA  
PERMIT NO 15



## 2008 BUSINESS ASSOCIATION MEMBERSHIP APPLICATION

Your West Reading Business Association begins its 7<sup>th</sup> year on January 1, 2008. Celebrate with us by helping yourself to a big slice of member benefits including great discounts on liability and life Insurance, reduced cost business advertising opportunities, lower cost heating oil delivered directly to your business and home, up to \$3,500 in grant funding for property and business improvements and much more ...

### ANNUAL DUES

**\$75.00**

*All memberships valid through  
December 31, 2008.*

A welcome package will be mailed to all new and returning members including an updated Business Association "List of Service Providers", your "Membership Card" and your "Business Association Cling" Membership Decal.

### PAYMENT

Please send payment to:  
West Reading Business Association  
500 Chestnut Street  
West Reading, PA 19611

## MEMBERSHIP BENEFITS

- ◆ **Heating Oil** Delivered to your business and home at reduced group cost for 2008. Services guaranteed through April 30, 2008.
- ◆ **Reimbursement Grants** Up to \$3,500 for members whose businesses are located in the Main Street, Elm Street and/or Urban Renewal Districts. Improvements to the façade of your business property and awnings and/or new business signs are eligible. NOTE: All improvements must be approved by the Design Team **before** they are constructed to be eligible for these grants. Go to [www.westreadingmainstreet.org/design.htm](http://www.westreadingmainstreet.org/design.htm) to determine your eligibility.
- ◆ **Business Security** ADT provides several customized security packages for member businesses including closed circuit TV systems and door access and reporting systems. These plus multi-level services for your home are all offered at 15% below standard pricing.
- ◆ **Communications** Frontier provides products and services to new business customers that are locating in West Reading and business owners who wish to improve their telephone, fax and DSL capacities. Frontier provides a personal representative who is available year round to create and maintain a program of integrated services that lower the cost of doing business overall.
- ◆ **Technology** The very latest equipment and software customized for your business needs including sales, service, installation and repairs at 15% below standard pricing also extended to your home offered by Shearer Technology services.
- ◆ **Insurance Packages** The Loomis Company provides a personal service representative to assist you in tailoring an insurance program to your unique business needs. This independent representative (who is a West Reading Penn Avenue business owner) will provide quotes on liability, life, health, home, auto and other insurance and/or annuity products, all at rates likely to be lower than you now pay.
- ◆ **Office and Staff Services** The Main Street Authority staff can provide you with business, consumer and residential mailing lists in label, excel and word formats at prices that are far lower than traditional mailing list companies. Association members can ask Main Street staff to email announcements, sales information and more to a large audience at low cost. Members receive a link from the West Reading Main Street website directing site visitors directly to your virtual business.
- ◆ **Mixers and Open Houses** The Business Association provides an environment for business to business commerce and networking. Quarterly mixers are relaxed social events while Association supported 'Open Houses' put the spotlight on you and your business.

## 2008 WEST READING BUSINESS ASSOCIATION MEMBERSHIP INVOICE JANUARY 1, 2008 - DECEMBER 31, 2008

Name of Business: \_\_\_\_\_

Name of Owner(s): \_\_\_\_\_

Business Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

### PAYMENT INFORMATION

Please complete the contact information section at the top of this invoice and return to the West Reading Business Association with your check for \$75 no later than January 31, 2008.

Please send payment to:  
West Reading Business Association  
500 Chestnut Street  
West Reading, PA 19611

**FOR BUSINESS ASSOCIATION USE ONLY**

Date Application Received: \_\_\_\_\_

Received By: \_\_\_\_\_

Check #: \_\_\_\_\_ Amount: \_\_\_\_\_ Date: \_\_\_\_\_