

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. ***Striving to provide members with discounted services for almost 10 years!***

OUR COMMON VISION . . .

West Reading's business community includes 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 fully revitalized Central Business District 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.

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



Phone: 610.685.8854 ◆ Fax: 610.685.9061 ◆ Email: info@westreadingmainstreet.org ◆ www.westreadingmainstreet.org

WEST READING BUSINESS ASSOCIATION



MEMBERSHIP APPLICATION

BUSINESS ASSOCIATION MEMBERSHIP APPLICATION

Your West Reading Business Association is now in its 9th year! Celebrate with us by helping yourself to a big slice of member benefits including exclusive marketing opportunities, special discounts on everyday business services and much more ...

ANNUAL DUES

All memberships valid through May 31, 2012

- ◆ **West Reading Business Membership - \$75**
West Reading merchants will enjoy the full spectrum of benefits offered by the West Reading Business Association.
- ◆ **Friends of West Reading Membership* - \$50**
In response to popular demand the Business Association has created a membership level for businesses neighboring West Reading. Connect with our community today to build partnerships for the future.

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

**Businesses located in the Borough of West Reading are not eligible for "Friends of West Reading" memberships.*

PAYMENT

YOU CAN NOW JOIN ONLINE! Simply visit westreadingmainstreet.org/businessassociation.htm and choose a payment option.

Or send a check made out to the "West Reading Business Association" with your completed form to: 500 Chestnut Street, West Reading, PA 19611.

MEMBERSHIP BENEFITS

- ◆ **MARKETING OPPORTUNITIES**
All members will enjoy exclusive benefits of bulk email blasts to the community, social media marketing (Facebook and Twitter) and links from the West Reading Main Street website to your virtual business storefront.
- ◆ **SPECIAL EVENT ALL ACCESS PASS**
Need to expand your business during special events such as Art on the Avenue and Fall Festival on the Avenue? Business Association Members can utilize the street in front of their business at no charge. *Prior reservations required.* Non-members will pay the same price as event vendors.
- ◆ **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.
- ◆ **EVERYDAY BUSINESS SERVICES***
Receive special discounts on business security, electrical, pest control, plumbing, technology, telecommunication, business supplies, insurance, snow removal, grass cutting and minor building maintenance from participating benefit providers.
- ◆ **SHOP THE AVENUE VIP STYLE***
Discounts to fellow Business Association members and employees by participating Penn Avenue merchants.
- ◆ **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. *Friends of West Reading* welcome to attend.

**Benefits exclusive to West Reading Businesses*

BUSINESS ASSOCIATION MEMBERSHIP INVOICE JUNE 1, 2010 - MAY 31, 2012

- West Reading Business Membership
 Friends of West Reading Membership*
**West Reading Businesses not eligible.*

Name of Business: _____

Name of Owner(s): _____

Business Address: _____

Phone: _____

Fax: _____

Email: _____

Website: _____

PAYMENT INFORMATION

Tap into your benefits TODAY! Please complete the contact information above and return to the West Reading Business Association along with your payment ASAP.

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

FOR BUSINESS ASSOCIATION USE ONLY

Date Application Received: _____

Check #: _____ Amount: _____ Date: _____