



April, 2009

This brochure is being mailed to all members and prospective members of the Sellwood Westmoreland Business Alliance. It is an invitation to join and a call-to-action on your part. The old adages that "All boats rise on a rising tide" and "Together we stand, divided we fall" are as true today as the day they were penned.

When, in May of 2008, two proud, historic business districts joined to form one united Alliance, the potential to become one of the 5 strongest, well known business districts in the City of Portland was seeded. Here was a business district that offered almost all goods and services, a district that had well defined borders and 5 well defined gateways. A district that was connected throughout by City Walkways so that the S.M.I.L.E Neighborhood Association, which shares our boundaries, can "walk and shop".

In December, a part-time Executive Director was hired. As one of his first acts, he called on a friend and business owner of 30 years in the district to ask him to join. As a true friend, he said, "Why should I?" Fair question. Lets go!

You are not alone.

The heart of the business community in the City of Portland is made up of small businesses. In Oregon, 96% of all businesses have less than 50 employees, many being only sole proprietors.. Small businesses make up 85% of the jobs in Portland. There are 36 organized business districts.

You are important

A business center such as ours plays a vital role in the health of our surrounding neighborhoods. As transportation costs rise and individuals are incited to shop locally, we play a major role. We are also a logical incubator for new businesses- the successes of tomorrow. We keep profits in town, as we are almost entirely locally owned and operated. By keeping our business community alive and viable, we feed on our own success. We intensely utilize the public infrastructure with which our City fathers have endowed us. We draw tourists and give them a shopping and eating experience that they will share with others. We also have many professional providers of medicine, law and other practitioners vital to community well being.

We are a community and a place. Our main streets are the heart and soul of Portland.

Why band together in common purpose?

Our 550 businesses and over 100 non-operator property owners can accomplish together what would be impossible individually. Our Alliance currently organizes 4 annual events;

- Passport. A well-advertised summer shopping experience to build sales for our retail members.
- Decemberville. A winter shopping promotion complete with free rides with Clydesdale horses for our retail members.
- Monster march. A Halloween parade for our grade school children.
- Flower baskets. Three months of well-tended baskets which celebrate our business streets in June through August - (see enclosed insert)

In addition, our Alliance WEB site at sellwoodwestmoreland.com is available to all dues-paying members to promote our strong business profile. It informs seekers about our member businesses, providing information and promoting their individual WEB sites. Is this valuable? Our WEB site had 525,817 "hits" in 2008.

Our "Commercial Space Available" WEB feature helps businesses who are looking for more or less space, businesses who are seeking to relocate to our area, and our property owners to fill vacant space quickly. This helps property owners, who have a long term investment in the district.

As an email-based Alliance, our communications system is designed and used to communicate information of interest to our members. This includes upcoming events, continuing education activities, crime alerts, and shared information based on a "community of interest" model. Our membership in the Alliance of Portland Business Associations (www.apnba.com), connects us with all recognized business associations.

All governmental organizations promote the formation and health of business associations. They would prefer to seek and disseminate information through a community rather than individuals. Far better to know what may be coming and try to influence it than to wait and take what comes. Better for the Alliance to speak on issues like the Sellwood Bridge replacement and a Walmart at Spokane and McLoughlin Blvd. than for 600 individuals to attempt to influence public policy. We now have requests pending on speed limit changes, curb cuts, crosswalk signage and public garbage cans. We also work to eliminate graffiti and litter in the district.

Meetings?

Our monthly meetings at Windermere every third Thursday at 9:30 give your Board of Directors an opportunity for active listening and networking of members. All major decisions of the Board have been discussed at member meetings. Our annual meeting each May is a celebration of our Alliance. It is there that the annual statements and budget are shared.

Your current Board of Directors, who also meet monthly, are

Tom Brown, President (property owner)

Elaine Uding, Secretary (Wells Fargo)

Chad Pasley (State Farm)

Terry Taylor (Dancing with Cows)

Gary Nelson (Farm House Antiques)

Todd Liebow (property owner)

Lee Cannon (American Family Ins.)

Christian Solsby (Prudential NW)

Brent Heeb (Stars)

Mike Salvey (NW Primary Care)

Rick Nuttall (Columbia Sportswear)

Steve Eggerts (ReMax)

Please accept our invitation to join. Please complete the membership application on page 4 and mail now!

We look forward to seeing you at the annual meeting!

Street Flower Baskets



MAP OF THE SELLWOOD - WESTMORELAND NEIGHBORHOOD



"Monster March" Courtesy The Bee



Courtesy Wilhelm's



MEMBERSHIP APPLICATION

By completing the application form, your business or business property will become members with rights to a WEB presence on www.sellwoodwestmoreland.com, inclusion in our Google Groups email, the right to list events on the "Happenings" section of the WEB, and the right to list commercial space for sale or lease.

DUES

Dues are payable each April\May. **Checks should be made out to Sellwood Westmoreland Business Alliance and mailed to P O Box 82103, Portland, OR 97282.** Upon receipt, you will be sent by email instructions on how to list on the WEB.

| Business Members | Property owners (lessees only) |
|--------------------|--------------------------------|
| 1-2 persons \$ 75 | 1-20,000 sq.ft. \$100 |
| 3-11 persons \$100 | 20,001-40,000 sq. ft. \$200 |
| 12+ persons \$150 | Over 40,000 sq.ft. \$400 |



MEMBERSHIP APPLICATION

Business Name _____

Business Address _____

Contact Person _____

Contact email _____ phone # _____

If property lessor only, addresses of your property
