



2018 SMBA Membership Drive

SMBA is a 501 C6 Corporation
EIN: 20-2107476, State Registry: 229339-98

Welcome to the 2018 Sellwood Moreland Business Alliance!

We welcome long-standing and new businesses to an exciting 2018! The SMBA exists to support our local businesses through multiple channels: maps/website that facilitate information on the layout and businesses in our district, super events that bring in customers to our area, and networking opportunities to allow us to meet and support each other.

Each year we continue to build on our tried and true elements as well as add new endeavors as determined by our membership – all with the goal of bringing in customers and driving up revenue. We accomplish this through the collective efforts of all our members, so we thank you in advance for joining the 2018 SMBA.

Membership Benefits

Your dues support the following events and activities in our business district:

Events and Promotions

- Decemberville and Summerville - our summer and winter celebration of shopping, dining, and exploring district services.
- Monster March - our fall event that promotes community
- Celebrate Sellwood - Community appreciation day and fundraiser for Sellwood Middle School
- We support businesses in inventing new events to attract customers

Partnerships & Community Outreach

- Monthly general meetings for announcements, updates, and training
- Monthly board meetings for governance
- Quarterly networking socials
- Membership drive to thank existing and welcome new businesses to the district
- Outreach to new businesses & residents
- Partnerships with SMILE, neighborhood schools, community organizations
- Collaboration with Travel Portland and Venture Portland

Marketing

- Walking Map to identify and advertise district businesses
- Website and social media development
- Exploration of new marketing products and opportunities
- Business district branding to make our neighborhood a favorite destination
- Opportunities to interact directly with customers through neighborhood activities, such as The Moreland Farmers Market, Summer Concerts in the Park, Movie in the Park, St. Patrick's Day Parade, Portland Picnic

Communication

- Bimonthly SMBA newsletter for meeting minutes, event updates, calendar of activities & marketing
- Print and digital advertising
- Graphic design

Staffing

- To help guide and support all of our events and activities
- Access to grant funding and business development tools

Thank You!

I look forward to helping us build a strong, vibrant business district in 2018.

Lee Cannon, President



SMBA Membership Form

March 1, 2018 to March 1, 2019

Public Information:

Business Name:
Business Address:

Business Phone:
Business Website address:

Private Information:

Contact Name:
Contact Email:

Contact Phone:
Contact Address (if different):

Membership Level

This year, we are offering you the option of reducing your annual fees through volunteering your time and services. The more participation, the stronger and more viable our organization will be.

Nearhood Level Partners for businesses within our district

- \$100 with volunteer commitment \$125 without volunteer commitment

Friendship Level Partners for businesses outside our boundaries

- \$200 with volunteer commitment \$225 without volunteer commitment

Property Owner Partners for property owners that operate as landlords:

- \$100 \$125 for buildings up to 10,000 sq ft
 \$200 \$225 for buildings between 10,000 and 20,000 sq ft
 \$400 \$425 for buildings over 20,000 sq ft

Community Level Business Partners

- \$1,000 limited to 12 members. Gets your name/logo on our website's banner ad, and on other digital and print promotion materials such as Bee Ads, event posters and flyers. When SMBA is interviewed or shows up in the news, we will try our hardest to ensure Community Level Business Partners are mentioned.

How would you like to Participate?

If you have selected to reduce your membership fees, please select volunteer activities of interest:

- Summerville (June, July)
- Decemberville (November, Dec)
- Monster March (Sept, Oct)
- Walking Map (May, June)
- Newsletter (twice a month)
- Membership recruitment (February)
- Quarterly networking events and opportunities (Jan, May, Sept)

Various times throughout the year:

- Website updates
- Print advertising and social marketing
- Business district branding
- Website updates
- Graphic design
- Write or manage grants
- Host a board meeting or evening social
- Other: _____

Sign-Up online with PayPal or a credit card at: <https://www.sellwoodwestmoreland.com/membership/>

Or mail your check to: SMBA, PO Box 82001, Portland, OR 97282

- Let us know if you need a receipt

DEADLINE: February 28, 2018



2018 SMBA Member Calendar of Events

General Meetings:

- January, May, September: Evening Networking Social (time and place TBD)
- All the other months: 3rd Thursday of the Month, 9-10am, SMILE Station - 8210 SE 13th Ave, Portland, OR 97202

Activities:

- February: Membership Drive
- March: St. Patrick's Day Parade and Festival
- May: Annual Membership Meeting, Celebrate Sellwood, Westmoreland Farmers Market begins
- June: Walking Maps
- July: Concerts in the Park
- August: Summerville, Sundae in the Park
- October: Monster March
- December: Decemberville

Newsletter

Do you get our bi monthly newsletter? If not, would you like to: Yes No

Are there others in your organization that would like to get the newsletter?

Name:

Email address:

Please attach this newsletter sign-up information with your membership form, or sign up at:

<https://www.sellwoodwestmoreland.com>