

## BUSINESS MEMBERSHIP INFORMATION

**Please note:** RW's business membership dues are annual, based on the calendar year. Dues received in December will be applied to the following year. Dues paid after July will be half of the annual dues.

Business Benefit Levels >	\$225 Contributor	\$350 Friend	\$500 Director	\$1,000 Benefactor	Add On's (all levels)
<b>Organizational Benefits</b>					
Paid staff supporting economic vibrancy in Waterbury	✓	✓	✓	✓	
Paid staff promoting Waterbury as a destination for visitors	✓	✓	✓	✓	
Enhanced online business directory listings with category filters	✓	✓	✓	✓	
Ability to host Revitalizing Waterbury (RW) business mixers	✓	✓	✓	✓	
Waterbury Bucks community currency program	✓	✓	✓	✓	
RW Business Member sticker for display	✓	✓	✓	✓	
Member mailing labels			✓	✓	\$25
<b>Business Benefits</b>					
Support associated with Designated Downtown benefits (i.e. tax credits)	✓	✓	✓	✓	
Ability to post job openings on RW.org	✓	✓	✓	✓	
Assistance navigating local permitting process	✓	✓	✓	✓	
Monthly economic development and business newsletter	✓	✓	✓	✓	
Support with business expansion or relocation	✓	✓	✓	✓	
Business included in B2B section of Doing Business in Waterbury guide		✓	business highlighted with description	business highlighted with description	\$50 business highlighted
Grand opening and ribbon cutting celebrations		✓	✓	✓	
<b>Marketing Benefits</b>					
Business highlights on DiscoverWaterbury.com experience pages (if applicable)	✓	additional text on experience page	additional text on experience page	additional text on experience page	\$50 add'l text on experience page
Access to marketing tools including media kit and photo library	✓	✓	✓	✓	
Participation in RW promotions and events free of charge (i.e., Wrap It Up & Win)	✓	✓	✓	✓	
Cross promotion via social media and online calendars		✓	✓	✓	
Option to display materials at visitor center in train station		✓	✓	✓	
Business advertorial highlighted in one tourism Discover Waterbury e-newsletter			✓	✓	\$50
Option to sponsor RW's monthly newsletter					\$100



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YOUR MEMBERSHIP DUES TO REVITALIZING WATERBURY ARE Vital to Our Success

Business Information

Business Name:

Contact Person:

Business Mailing Address:

Business Physical Address:

Phone Number:

Email Address:

Website:

Membership Level

- Business Contributor \$225
Business Friend \$350
Business Director \$500
Business Benefactor \$1000

Add-on Options

- Member mailing labels \$25
Business highlighted in Doing Business in Waterbury guide \$50
Business highlights with add'l text on DiscoverWaterbury.com experience page \$50
Business highlighted in one quarterly tourism DiscoverWaterbury e-newsletter \$50
Sponsor newsletter Revitalizing Waterbury (RW) newsletter: 1 month \$100

Note: RW will invoice you for Add-on's separately.

Options for Paying

- Online at RevitalizingWaterbury.org/donations
Please send an invoice
Please charge my credit card
Acct#
Exp. Date Security Code
Signature
Check enclosed, payable to Revitalizing Waterbury, mail to Revitalizing Waterbury, PO Box 473, Waterbury, VT 05676

Amount Paid

Empty box for amount paid

Revitalizing Waterbury is a 503(c)3 nonprofit organization. Your contribution is tax-deductible to the extent allowed by law.

Revitalizing Waterbury is a 501(c)(3) nonprofit with a mission to *preserve, promote* and *enhance* the economic, historic and social vitality of Waterbury, Vermont for residents, businesses and visitors. We commit to help build Waterbury be a place that is welcoming and accessible, where people support and encourage each other, where differences are valued and embraced, and all voices are heard.

## PROGRAMS, PROJECTS, AND AREAS OF FOCUS.



### Significant Business Support

RW supports our strong business community with shared resources and opportunities, assists with business growth, furthers local spending, and promotes Waterbury to prospective businesses.



### Welcome Visitors

RW endorses Waterbury as a top destination and regional shopping hub through DiscoverWaterbury.com, social media, print & radio ads, and regional collaborations.



### Town Beautification

RW creates a welcoming aesthetic with flowers, holiday décor, banners, and streetscape amenities throughout downtown and ultimately to Route 100 North and Waterbury Center.



### Equity, Diversity & Inclusion (EDI)

Through continuous work and conversations, RW strives to ensure that every facet of our organization is welcoming and inclusive.



### Community Pride

RW nurtures our community's vibrancy by connecting volunteers, business owners, town officials, and residents to work together to advance Waterbury for all.



### Public Art

RW celebrates the creation of public art, such as the much-admired Waterbury Special train sculpture and the whimsical bird sculptures perched throughout downtown.



### Waterbury Train Station

One of RW's greatest assets, the Train Station is a hub for the community, Amtrak travelers, and tourists with volunteers in the summer providing area information.



### Waterbury Arts Fest

RW's most significant fundraiser, this event draws over 3,000 visitors to town while highlighting area artisans, makers, musicians, and food.



### Essential Initiatives

RW works alongside town and state entities to spearhead programs such as Main Street Reconstruction, COVID-19 actions, and recovery efforts such as Tropical Storm Irene.



### SOCIAL MEDIA

# of followers (1/1/2022 to 10/15/2022)

DW† **2,042** (+11.5%\*)

RW† **1,999** (+12%\*)

DW **2,322** (+21%\*)

TOTAL **6,363** (+15%\*)



### WEBSITE

# of views (1/1/2022 to 10/15/2022)

DW **66,296** (+11.5%\*)

RW **18,860** (+12%\*)

# of views (daily avg.)

DW **231**

RW **65**

TOTAL **296**



### NEWSLETTER

# of subscribers (1/1/2022 to 10/15/2022)

DW **1,505** (+2%\*)

RW-GEN **1,170** (+4%\*)

RW-BIZ **343** (+26%\*)

TOTAL **3,018** (+5%\*)

†DW=Discover Waterbury, RW= Revitalizing Waterbury  
 \*As compared to the same time period in 2021