



[www.DowntownRoseville.com](http://www.DowntownRoseville.com)  
877-848-1273

# Downtown Roseville Merchants, Inc. Membership Packet

## **Vision Statement**

“Our vision is to be a welcoming destination where the community and visitors experience history, culture, shopping, dining, and entertainment via the unique venues located in the Heart of Roseville.”

## **Mission Statement**

*“Our mission is to focus on:*

- Marketing and promoting Downtown Roseville
- Increasing membership
- Education and training opportunities for our membership
- Collaboration with the City of Roseville
- Building synergy in our “merchant community”

# Benefits of Membership

## Representation

1. **City of Roseville.** As a Merchant Association, we have a strong voice to help direct the City regarding what they do in Downtown Roseville and how that affects your business. As a member, your concerns, ideas and suggestions are promoted via the Merchant Association. As we all know there is more power in numbers and that equates to more members! The City has a non-voting position on our board of directors and we are members on many of the city's various committees and workgroups that directly affect our downtown businesses and environment. Our board members frequently attend City Council Meetings to speak on behalf of our merchant members.
2. **Chamber of Commerce.** The Merchant Association is a member of the Roseville Chamber of Commerce. This provides our merchant association an opportunity to utilize the services/resources available and to promote activities regarding Downtown Roseville. Our board members sit on various committees of the chamber (e.g., the Economic & Government Affairs Committee) and ensure that our downtown viewpoint is included in city-wide projects.
3. **Downtown Roseville Partnership.** The Merchant Association has a voting seat on the board of directors of the property owner's PBID that covers the Vernon Street Corridor. This representative voices our business owner issues and viewpoints to the property owners, and acts as a liaison between our two boards.

## Activities to Promote Downtown

1. **Downtown Tuesday Nights.** A summer event owned by the merchants association that brings thousands of guests from our community and elsewhere into Downtown Roseville. As a member, with a storefront anywhere in Downtown Roseville, you are eligible for a discounted booth space at Downtown Tuesday Nights and will be able to participate in all other special events. This event provides you with enormous opportunity to expose your business to thousands of potential customers each week!
2. **Parades.** As a member of the association you will be a part of the sponsorship of the Holiday and Independence Day Parades furthering the exposure of your business. These parades typically fill the streets along the parade route!
3. **Fall Family Fun Night.** Another event owned by the merchants association. This is a great opportunity in late October to showcase your business to thousands while families stop by to enjoy "safe trick or treating" as well as numerous free activities in the area.
4. **Christmas Tree Lighting Ceremony/Open House/Holiday Parade.** These popular December events bring thousands of shoppers to Downtown during the holidays to enjoy these unique cultural events designed for the whole family.
5. **3<sup>rd</sup> Saturday Art Walk.** This monthly event is a great way to bring new customers into your business if you're open up as an art destination, or even if you're just along the route throughout the downtown area.

## Advertising

1. **Group Advertising.** By sharing a few pages of the newspapers, magazines and flyers you can get greater coverage for your advertising budget. Our unique “Flexi-Coupon” group advertising adds free power to your own marketing efforts.
2. **Website.** ([www.DowntownRoseville.com](http://www.DowntownRoseville.com)) As a member you receive a free web page for your business that you can customize as desired and can link *search-friendly phrases* to your primary company website, thus increasing your Internet exposure and help boost the search engine ranking of your own primary website. You can also request calendar entries to appear on this website (events, sales, etc.) to further promote your business.
3. **Brochure.** Members receive a free listing of your business name, phone number, and brief description of services in a full color brochure and map to promote the downtown area and bring business into your store. These brochures are available in all merchant locations, City of Roseville, Chamber of Commerce, South Placer Tourism Bureau and local hotels to promote tourism in Downtown Roseville. This is a terrific benefit of membership, saving hundreds of dollars!
4. **Facebook Promotion.** Members are encouraged to post and share their business information on our Facebook page ([www.facebook.com/DowntownRosevilleMerchants](http://www.facebook.com/DowntownRosevilleMerchants)) which has a significant number of followers! Posts by this page get noticed. Our Downtown Tuesday Nights Facebook page is also very popular and we can promote your specials happening during DTN if desired!
5. **Twitter Promotion.** The Downtown Roseville Twitter profile regularly retweets the posts by downtown businesses that it follows! Let us know if you want your business Twitter profile to be followed.
6. **Advertising Discounts.** Every now and then, the merchants will receive significant advertising discounts to individual member merchants that could not be obtained alone, without membership. This benefit alone pays for itself many times over when compared to the small membership dues.

## Other Benefits

1. **Education.** The Association occasionally provides workshops in regards to customer service, window display, how to profit from special events, safety tips from the Roseville Police, etc.
2. **Communications.** The Association provides updates, alerts, activities regarding Downtown via our email system, Facebook page, website and occasional flyers.
3. **Signage.** By placing the member shop sign in your front window that indicates your support of the local business community and your business stability.
4. **Networking.** It’s not just who you know... it’s the benefit that comes from who knows you that will bring more customers in your door. Working together as a collaborative group of businesses will create a greater sense of “community” Downtown. By networking with other businesses and employees you will gain additional customers and be able to provide/gain support, ideas, etc. that may assist you in your business. Many of our businesses have partnered up on events to create a special downtown synergy. Get involved!

5. **Online Promotions.** The Association maintains an active Facebook page at [www.facebook.com/DowntownRosevilleMerchants](http://www.facebook.com/DowntownRosevilleMerchants) which all businesses are welcome to monitor and post events and news to promote their business or the downtown. We're also an active part of the Twitter account ([www.Twitter.com/Dt\\_Rsvl\\_Events](http://www.Twitter.com/Dt_Rsvl_Events)) that regularly posts events, sales, and news about downtown businesses.
6. **DRM Board Meetings.** Board meetings are open to all members and are held on the first Wednesday of every month.
7. **Board of Directors.** Meet every month to discuss ideas, concerns, and suggestions from other businesses in order to execute the by-laws and action plans of the Association. In addition, board members serve on several City/Chamber committees (see representation above) in order to address your views or concerns. A list of Board Members, Committees will be provided to you. If you're interested in serving on the board or a committee, let us know. We're always looking for members who want to get involved.
8. **Committees.** Are developed for special projects. You will have an opportunity to work with other Downtown Roseville Merchant members on these projects. A list of opportunities will be provided to you.

## **Membership Dues**

1. As of April 1, 2010 membership dues are **\$90** for one year. New members will have their membership dues prorated based on the application month:

April	\$90	August	\$60	December	\$30
May	\$82.50	September	\$52.50	January	\$90*
June	\$75	October	\$45	February	\$90*
July	\$67.50	November	\$37.50	March	\$90*

**\*Jan, Feb, Mar - The full amount will cover membership until April of NEXT year.\***

Membership dues can be adjusted/reviewed to fit the economic/marketing needs of the Merchant Association on an annual basis (April). A notification will be provided in advance to all members should an increase or decrease be needed.

2. Payment may be made online at: [www.DowntownRoseville.com](http://www.DowntownRoseville.com) or by check payable to: Downtown Roseville Merchants Inc.
3. Mail Merchant Application, Check and Business Profile in the envelope provided to:

Downtown Roseville Merchants Inc  
P.O. Box 552  
Roseville, CA 95678

If you have any questions please contact the Downtown Roseville Merchants at 1-877-848-1273 or email us at [info@downtownroseville.com](mailto:info@downtownroseville.com). For further information contact Michelle at 916-774-0351.



Downtown Roseville Merchants, Inc  
P.O Box 552  
Roseville, CA 95678

## Membership Application

**Date of Application:** \_\_\_\_\_

**In Business Since:** \_\_\_\_\_

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

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

Business Owner Name: \_\_\_\_\_

After Hours (Emergency) Phone: \_\_\_\_\_

Hours of Operation: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ Zip: \_\_\_\_\_

Contact Person Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Fax # \_\_\_\_\_ Email Address \_\_\_\_\_

Description of Business \_\_\_\_\_ Web Address \_\_\_\_\_

Brochure Category List:  Dining  Entertainment  Shopping  Services  Community Resource  
Brief description of services that you provide (NOTE: description will appear on our brochure so if you have different descriptions for different categories, please specify—you can use the back of this sheet if necessary, just indicate it below)

Are you interested in volunteering on any committees/projects/events? (list interests)    Y    N

Are you interested in being nominated to the Board of Directors when the opportunity is available?

**Y    N**

Other comments or requests?

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Please return your completed membership application, check and business profile in the envelope provided or mail to: Downtown Roseville Merchants, Inc., P.O. Box 552, Roseville, CA 95678. You can contact us at 1-877-848-1273, [www.downtownroseville.com](http://www.downtownroseville.com) or email us at [info@downtownroseville.com](mailto:info@downtownroseville.com).

# Business Profile

For the benefit of the Downtown Roseville Merchants Inc website and the City of Roseville Snap Shots newsletter, please complete the following information about you and your business. We look forward to featuring your business in an upcoming feature.

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

Owner/Contact Name: \_\_\_\_\_

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

Business Phone #: \_\_\_\_\_ Business Fax #: \_\_\_\_\_

Business E-mail Address: \_\_\_\_\_

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

How long have you been in business? \_\_\_\_\_

How long have you been in business in Downtown Roseville? \_\_\_\_\_

Please describe your business in 50 words or less \_\_\_\_\_

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What makes your business unique? \_\_\_\_\_

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Any interesting facts about yourself (hobbies, business background, family history, organizations you volunteer or support) that you would like to share with the other members of the association and community to get to know you and your business better. Include separate sheet of paper, if needed.