

# Membership Application

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

Main Contact: \_\_\_\_\_ Title : \_\_\_\_\_

Additional Contact: \_\_\_\_\_ Title : \_\_\_\_\_

Physical Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Ext.: \_\_\_\_\_ Cell: \_\_\_\_\_

Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_

Website: \_\_\_\_\_

Facebook: \_\_\_\_\_

Level (*Circle One*):      GENERAL                  GOLD                  PATRON                  PLATINUM



## Membership Information

128 Church Street  
Vidalia, GA 30474  
e-mail: [dvamainstreet@vidaliaga.gov](mailto:dvamainstreet@vidaliaga.gov)  
**912-537-8033**  
[www.vidaliaga.gov/dva](http://www.vidaliaga.gov/dva)

 Downtown Vidalia Association

 @downtownvidalia

## Membership Levels and Benefits

### GENERAL \$150

- weekly Main Street Matters e-newsletter subscription
- invitation to appreciation dinner
- DVA membership decal
- name listed on website
- Facebook posting and sharing (DVA has over 3,000 followers)
- advertising on 98Q Classic Cuts at Lunch
- recognition in Toombs County magazine
- FREE 30 day community channel advertisement from CAC Marketing Solutions
- choice on Coffee before Hours

### GOLD \$275

- ALL of General benefits **PLUS**
- choice on Coffee before Hours/The 5:05 with DVA (if availability after Platinums and Patrons)

### PATRON \$500

- ALL of Gold benefits **PLUS**
- company logo on website
- choice on Coffee before Hours/The 5:05 with DVA

### PLATINUM \$750

- ALL of Patron benefits **PLUS**
- first choice on The 5:05 with DVA or Coffee before Hours

### FRIEND \$25

- individual support (non-business)
- weekly Main Street Matters e-newsletter subscription
- invitation to appreciation dinner

## Boost Grant Program

The Boost Improvement Matching Grant Program is administered by the Design & Economic Restructuring Committee. Commercial tenants or commercial property owners may receive reimbursements of 50% (not to exceed \$1500) of the cost of the approved storefront/back or interior renovations, signage, awning, security system, business equipment, or specific business need may also be considered. More information and application available upon request.

## Main Street Matters

- weekly e-newsletter
- goes to over 400 people
- opportunity to share your special events

## Coffee before Hours

- First Wednesday each month
- can host only 2 years then must roll off for 2 years
- name exposure—event will be listed in a variety of places including but not limited to *The Advance*, Facebook, City's digital sign, The Pal marquee, Vidalia Communications

## The 5:05 with DVA

- Third Thursday every other month
- fun, food, and fellowship between the DVA and its members
- a unique opportunity to showcase your business or to introduce your particular products and/or services
- name exposure—event will be listed in a variety of places including but not limited to *The Advance*, Facebook, City's digital sign, The Pal marquee, Vidalia Communications
- after the event, pictures from the event will be included in Main Street Matters newsletter and added to an album on our Facebook page

## Other Advertising

Vidalia Communications/[southeastgeorgiatoday.com](http://southeastgeorgiatoday.com)  
Instagram and Facebook (paid boosts by DVA)  
*Community Living Magazine* (19,500 recipients)  
*Toombs County Relocation Guide*  
City of Vidalia's digital sign at City Park  
*The Advance*  
*CAC Marketing Solutions*  
*Toombs County Magazine*

## Annual Promotions

- February: Chocolate Walk
- April: Vidalia Onion Festival
- September: 9/11 Memorial Event
- October: Downtown Spooktacular
- November: Veterans Luncheon, Black Friday, Small Business Saturday
- December: Christmas Parade/Coordinated, Christmas events for retailers, Christmas Tree Lighting

## Vision

Historic Main Street is the center of community activity where everyone feels connected. People who live, work and visit here appreciate its rich heritage, delight in its places of business and feel the heartbeat of Vidalia-Toombs County's future.

## Mission

Planned economic development, historic preservation and promotional efforts help to develop and promote growth and bring prosperity to our community and participation of its members.

To increase harmony and unity in downtown Vidalia and beyond, by utilizing resources offered by state and national 4-Point Approach. We recognize that downtown Vidalia is the key to preserving our heritage and that I serves as the concerted, organized voice for accomplishing special goals for the betterment of our community. Downtown Vidalia "Main Street" Association is your hub to tap into this valuable partnership.

## Main Street 4-Point Approach

- I. Economic Vitality
- II. Design
- III. Promotion
- IV. Organization

*Vidalia was designated as a Main Street City in 1989 and a National Main Street City in 2003 through the National Trust for Historic Preservation and the Department of Community Affairs Office of Downtown Development. Vidalia Main Street maintains the status through a 10-point criteria annual assessment.*