

MEMBERSHIP LEVELS AND ADDITIONAL BENEFITS

DOWNTOWN LEADERSHIP CIRCLE \$5,000 & ABOVE

Members receive basic benefits plus:

- Feature on the Downtown Alliance website with link to your site
- Recognition in the Alliance's Annual Report
- Advance email notices of issues, events, special meetings
- Invitations to property tours and special presentations
- Premier listing with photograph in the Downtown Directory
- Priority notice for Alliance event sponsorship opportunities
- Advance distribution of reports, demographics, and related materials when published
- Featured profile in "Downtown Alliance News"
- Annual presentation of Downtown Mobile's progress and projects

DOWNTOWN LEADERSHIP COUNCIL \$2,500 TO \$4,999

Members receive basic benefits plus:

- Logo feature on the Downtown Alliance website with link to your site
- Recognition in the Alliance's Annual Report
- Advance email notices of issues, events and special meetings
- Invitation to property tours and special presentations
- Premier listing in downtown directory

DOWNTOWN BUSINESS ADVOCATE \$500 TO \$1,500

- Less than \$1.5 million in annual revenue
- Basic benefits

DOWNTOWN BUSINESS SUPPORTER \$250 TO \$499

- Less than \$750,000 in annual revenue
- Basic benefits

NOT-FOR-PROFIT ORGANIZATION \$250

- Basic benefits



Skyline photo courtesy of Tad Denson - MyShotz.com.



DOWNTOWN MOBILE ALLIANCE



261 Dauphin Street, Mobile, AL 36602

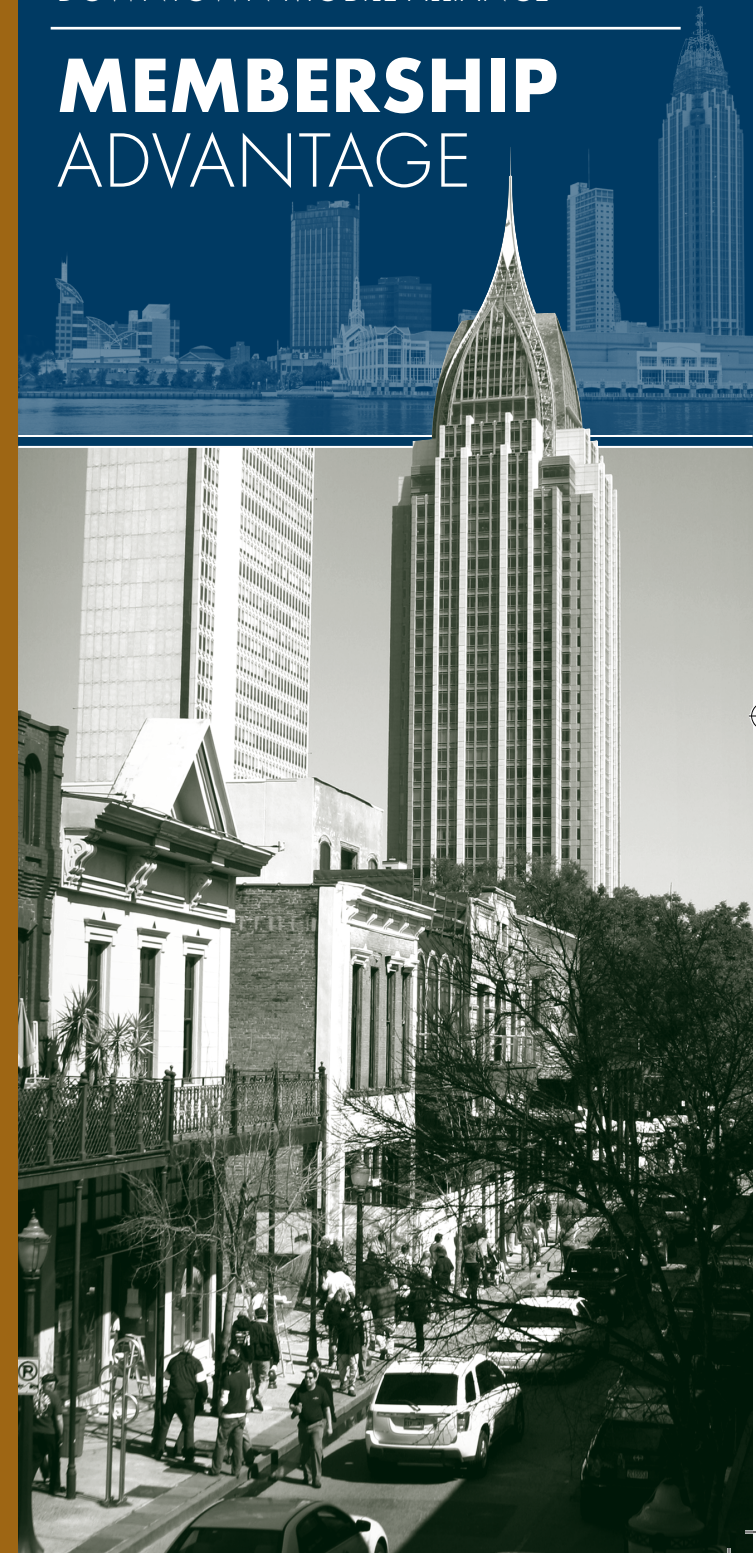
www.downtownmobile.org

251.434.8498

The Downtown Mobile Alliance exists to support the development of downtown through marketing, advocacy, and the management of BID Services.

DOWNTOWN MOBILE ALLIANCE

MEMBERSHIP ADVANTAGE



IN BRIEF...

The Downtown Mobile Alliance is a business membership organization formed to create and sustain exposure for the downtown business community. Through marketing, public relations, education, and advocacy, the Alliance will promote the businesses, services, events and activities offered in Downtown Mobile. As a unified voice, Alliance members will improve the economic health and the vitality of the downtown community.

WHAT WE DO

- Promote downtown as a great place to conduct business, entertain friends and customers, and celebrate life's momentous occasions
- Improve the vitality of business, residential and artistic life in downtown
- Enhance economic and community development to increase economic growth
- Provide marketing and public relations to keep the community and visitors informed about downtown events, entertainment, activities, news and growth
- Print promotional materials which feature downtown businesses, services and points of interest
- Enrich urban development through partnerships with the Downtown Business Improvement District and Main Street Mobile
- Represent a broad-based stakeholder coalition
- Present a strong and united voice on issues affecting downtown
- Retain existing businesses and attract the best new businesses
- Advocate for improved transportation, access and parking

WHY JOIN?

As a business or property owner, you have a stake in Mobile's downtown community. Your Alliance membership will impact and improve your investment through programs which:

- Support economic development opportunities
- Affect the allocation of resources for Downtown Mobile
- Implement change in obsolete or inefficient policies
- Improve your visibility to patrons, residents, businesses and government
- Be informed of current issues in which you may want a voice
- A vibrant downtown environment will attract and retain the most desirable employees

WHO ARE OUR MEMBERS

Our members are the premier businesses and associations of the Mobile metropolitan area who are interested in the welfare and development of Downtown Mobile. Membership is the most effective way to contribute to the ongoing revitalization of downtown and an investment in our city's future.

Alliance membership tiers are provided to match your ability to support downtown improvement programs and projects. In selecting your membership category, please consider that it is an investment and the return on your investment is a vital, thriving and enticing Downtown Mobile.

BASIC BENEFITS INCLUDE:

- Leveraging your investment with that of other businesses to create a fund for downtown marketing and retail recruitment
- Participation in activities and programs which make Downtown Mobile a vibrant, healthy community for businesses, employees, residents and visitors alike
- Access to research, reports, analyses, articles and updates on projects and issues of interest to the downtown community
- Display your business materials in the Downtown Information Center
- Receipt of current and detailed articles about downtown activities, events and other Alliance-related news, as well as email notification of breaking news stories
- The ability to participate on Alliance committees and task forces and have a direct impact on public policy and improvements
- Listing as a member on the Alliance website
- The assistance of the Alliance's staff and resources
- Listing in the Alliance Annual Report
- Advance invitation to breakfast briefings of current downtown issues
- Use of the Alliance board room, during regular business hours, for your meetings and presentations
- Listing in the planned Downtown Directory
- Eligibility for election to the Downtown Mobile Alliance Board of Directors
- Reduced advertising rates in Alliance publications
- Discounts on Alliance's downtown branded merchandise
- Discounts for attendance at Alliance sponsored events and activities

MEMBERSHIP ADVANTAGE APPLICATION

Company Name _____

Name of Senior Executive _____

Title _____

Direct Phone Number _____

Physical Address _____

City _____ State _____ Zip _____

PO Box _____ City _____ State _____ Zip _____

No. of Downtown Employees _____

General Phone Number _____

Fax _____

Email _____

Website _____

Other Important Contacts _____

PLEASE SELECT THE APPROPRIATE MEMBERSHIP LEVEL

- Downtown Leadership Circle – \$5,000 and above
- Downtown Leadership Council – \$2,500 to \$4,999
- Downtown Business Advocate – \$500 to \$1,500
(This category is for businesses with less than \$1.5 million annual revenue.)
- Downtown Business Supporter – \$250 to \$499
(This category is for businesses with less than \$750,000 annual revenue.)
- Not-for-Profit Organization – \$250

PLEASE SELECT THE APPROPRIATE INDUSTRY CATEGORY

- | | |
|------------------------------------------------|-----------------------------------------|
| <input type="checkbox"/> Utilities | <input type="checkbox"/> Manufacturing |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Insurance |
| <input type="checkbox"/> Food Services | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Finance | <input type="checkbox"/> Health Care |
| <input type="checkbox"/> Wholesale Trade | <input type="checkbox"/> Information |
| <input type="checkbox"/> Legal Services | <input type="checkbox"/> Real Estate |
| <input type="checkbox"/> Accounting | <input type="checkbox"/> Technical |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Architectural |
| <input type="checkbox"/> Computer Systems | <input type="checkbox"/> Advertising |
| <input type="checkbox"/> Marketing | <input type="checkbox"/> Arts |
| <input type="checkbox"/> Property Development | <input type="checkbox"/> Educational |
| <input type="checkbox"/> Entertainment | <input type="checkbox"/> Accommodations |
| <input type="checkbox"/> Public Administration | <input type="checkbox"/> Not-for-Profit |
| <input type="checkbox"/> Transportation | <input type="checkbox"/> Warehousing |

Other: _____

PLEASE RETURN APPLICATION WITH YOUR CHECK TO:

Downtown Mobile Alliance
P. O. Box 112, Mobile, AL 36601
Phone: 251-434-8498 ~ Fax: 251-434-8538
www.downtownmobile.org