



CALAVE MERCHANTS ASSOCIATION: WHAT'S IN IT FOR ME?

Mission Statement: To increase business for all CalAve Merchants Association members by promoting a pedestrian-friendly shopping district that celebrates the arts, food & beverage, retail, and services in Reno's colorful California Avenue district.

1. **NETWORKING OPPORTUNITIES** to build relationships with dozens of other like-minded merchants and affiliates who can "talk up" your business and refer business to you.
2. **POLITICAL POWER** because together, we can leverage our voices to create positive outcomes in terms of reducing speed limits, increasing parking, creating more crosswalks, and making good on our mission to increase business for all members by working with the City of Reno, Reno Redevelopment, and other entities.
3. **MARKETING LEVERAGE** because as part of a coalition, your hard-earned marketing dollars can go further. What's more, interest has been shown by the Reno-Sparks Convention and Visitors Authority and other funding bodies to help support the costs of marketing the CalAve portion of the greater Arts District in Reno.
4. **LISTING ON THE NEW WEB SITE & CALAVE MERCHANTS MAP.**
5. **PARTICIPATION IN PERMISSION-BASED EMAIL MARKETING CAMPAIGNS.**
6. **LISTING ON CAL AVE PROMOTIONAL MATERIALS** including a monthly Calendar of Events and Activities Map.
7. **PARTNERING WITH CITY OF RENO TO "GO GREEN"** because new studies show consumers will go out of their way to patronize businesses with earth-friendly practices such as recycling and reduced carbon footprints.
8. **IT'S THE RIGHT THING TO DO.** Joining together to help each other market the area and each other's businesses is an age-old practice because it works! Consider *Pike Place Market* in Seattle, *The Cannery* in San Francisco, *Harvard Square* in Boston...all are examples of merchants' associations that benefit their members and add value by harnessing the ideas and energies of dozens of individuals with one common goal: to drive business for all who participate in the process.

THANK YOU FOR CONSIDERING MEMBERSHIP IN CALAVE!