



Downtown  
Roseville Merchants, Inc.  
Member Packet



## **Benefits of Membership**

### **Advertising**

1. **Brochure** – free listing of your business name and phone number in a full color brochure to promote the downtown area and bring business into your business. 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.
2. **Advertising Discounts** – Significant advertising discounts to individual 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.
3. **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.
4. **Website** – as a member you receive a free web page or a link to any existing web pages you own. A web page questionnaire will be sent to you.

### **Activities to Promote Downtown**

1. **Downtown Tuesday Nights** – a summer event to bring our community to Downtown Roseville. As a member, with a storefront 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.
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.
3. **Fall Family Fun Night** – A great opportunity in October to showcase your store while families stop by to enjoy a little “trick or treating” and activities.
4. **Tree Lighting Ceremony/Open House** – A December event bringing shoppers to Downtown during the holidays to shop Downtown.
5. **Street of Wreaths** – A month long Holiday event displaying Adventure Club decorated Wreaths in your store while families stop by and admire their children’s work.

## **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, suggestions are promoted via the Merchant Association. As we all know, there is more power in numbers (that means 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.
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 members sit on various committees of the chamber and ensure that our downtown viewpoint is included in city-wide chamber efforts.

## **Other Benefits**

1. Education – the Association provides free training seminars in regards to customer service, window display and how to profit from special events
2. Signage – by placing the member shop sign in your front window that indicates your support of the local business community and your business stability.
3. Networking – it's not 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 merchants will create a greater sense of "community" Downtown. By networking with other merchants and employees you will gain additional customers and be able to provide/gain support, ideas, etc. that may assist you in your business. Our membership knows that being customers of each other's businesses provides a built-in support base and helps us all in the long run. We promote each other and sometimes even trade services with each other for a win-win team situation.
3. Merchant Association Meetings – are conducted on a monthly basis. A schedule of meetings will be provided to you.
4. Board of Directors – meet every month to discuss ideas, concerns, and suggestions from other merchants in order to execute the by-laws and actions plans of the Association. A list of Board Members, Committees will be provided to you.
5. Committees – are developed for special projects. You will have an opportunity to work with other Downtown Merchant Association members on these projects. A list of opportunities will be provided to you.

## **Membership Dues**

1. Effective June 1, 2008 membership dues are **\$120** for one year. New members will have their membership dues prorated based on the application month:

April \$120	August \$80	December \$40
May \$110	September \$70	January \$30
June \$100	October \$60	February \$20
July \$90	November \$50	March \$10

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 be needed.

2. Make Checks 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 contact the Merchants Association at (877) 848-1273 or email us at [info@downtownroseville.com](mailto:info@downtownroseville.com). For further information contact Michael McTighe of TIGHE WEALTH (Personalized Investment Services)– phone (916) 412-0223.

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

## Membership Application

Date of Application: \_\_\_\_\_ In Business Since: \_\_\_\_\_

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

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

Day Ph: \_\_\_\_\_ After Hrs Ph: \_\_\_\_\_ Hrs of Operation: \_\_\_\_\_

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

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

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

Email Address \_\_\_\_\_ Web Address \_\_\_\_\_

Description of Business \_\_\_\_\_

Brochure Category List:

Dining       Entertainment       Shopping       Services       Community Resource

Are you interested in volunteering on any committees, projects and/or events?    Yes    No

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

Yes    No

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 (877) 848-1273, [www.downtownroseville.com](http://www.downtownroseville.com) or email us at [info@downtownroseville.com](mailto:info@downtownroseville.com). For further information contact Michael McTighe of TIGHE WEALTH (Personalized Investment Services)– phone (916) 412-0223.

## 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. Use reverse side of profile.

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

Or

Michael McTighe – Membership Chair  
TIGHE WEALTH  
P.O. Box 605  
Roseville, CA 95678

## Downtown Roseville Merchants Inc. Member Website Instructions

1. Go to [www.downtownroseville.com](http://www.downtownroseville.com)
2. When the Downtown Roseville logo page appears, click on **Enter**. You should now see the Downtown Roseville Merchants main or home page.
3. In the upper right corner of the menu banner, click on **Members**. This takes you to the **Member Area Login** page.
4. In the **Userid:** field, enter the password given to you by the website administrator (the default is usually the first word in your business name)
5. In the **Password:** field, enter the user name given to you by the website administrator (the default is usually the first word in your business name).
6. Click the **login** button. You should now be at the **Member Area** page.
7. To view active or inactive member of the association, click **View Members** in the menu bar on the left side of the page. A table listing the (active or inactive) members of the association appears.
8. To change information about your business, including userid, password, phone numbers, business hours, etc. click **Change Member Info** in the menu bar on the left side of the page. A **Change Member Information** page appears where you can change or enter information in the listed fields.
9. When finished with your edits, click **Save** at the bottom of the page.  
  
A page appears stating "Your membership information changes have been Saved!"
10. If satisfied with your changes, click **Sign-Off** at the bottom of the menu bar on the left side of the page. Or to make additional changes, click on **Change Member Info** again and continue with making edits. Repeat steps 8 and 9 until satisfied, then click **Sign-Off** to exit this procedure.
11. You should now be back at the Downtown Roseville Merchants Inc home page.