

Westville Village Merchant Stars

2015 Merchant & Professional Services Membership

About WVRA

The Westville Village Renaissance Alliance (WVRA) is a non-profit organization and designated CT Main Street™ program. Our mission is to partner with local businesses, property owners, residents and public and private institutions to foster and sustain economic revitalization, community engagement and cultural vitality in Westville Village and the surrounding neighborhoods, while emphasizing historic preservation and placemaking. WVRA is led by a full-time executive director and volunteer Board of Directors, which includes Westville merchants, property owners, residents, and representatives of local institutions. We also have volunteer program committees who work together to make the Village a more vibrant place. Funds to support our programs come from individual, family and Merchant Star memberships, public and private grants, and corporate donations and sponsorships.

Benefits of Merchant Star Membership

Your membership is a direct investment in improving Westville Village's business climate. The key resources and services WVRA provides for its contributing "Merchant Star" members include:

Marketing & Promotion

- **Customized landing page on the NEW westvilleCT.org** – dedicated website for the Village & neighborhood
- **Listing in 2015 Merchant Directory Rack Card** – 5,000+ distributed locally & regionally; printed 2 x year
- **Listing in 2015 Westville Virtual Welcome Bag** – links distributed to over 1,500 new local university students
- **Posting of your news & promos in *This Week in Westville e-news*** – sent 2 x week to 2,500 local subscribers
- **Access to lighted movie poster-size Promo Board on Central Avenue** – two-week blocks by reservation
- **Access to Joint Marketing Campaigns & Advertising Buys** – *please contact us if you are interested in specific media outlets* (e.g. Greater NH Visitors Guide, New Haven Living, SCSU Parent Guide, et al.)
- **Westville Village ArtWalk** – attracts 10,000+ people to the Village every Mother's Day weekend
- **Beecher Park Summer Concert Series & HiFi Pie Fest, Halloween Parade & Party, Tree & Menorah December Holiday Open House events** – attracts foot traffic and raises profile of the Village as a destination

Small Business Support & Attraction

- **Eligibility for Retail Enhancement & Incentive Program (REIP)** – 1-to-1 matching funds up to \$5,000 for strategic investments in new and expanding businesses. *More details available upon request.*
- **Business Retention & Expansion Support** – one-on-one support to new and existing businesses
- **New Business Attraction** – strategic efforts to strengthen local the business mix and facilitate commercial tenant recruitment with property owners and commercial brokers
- **Small Business Resource Clearinghouse** – resource center with info on employment and historic preservation tax credits, energy efficiency and façade improvement grants, low-interest financing options and other incentives
- **Historic Preservation** – expansion of Westville Village Historic District to leverage private investments
- **Advocate and Liaison to City & State agencies and representatives** – ongoing advocacy for regular, increased and coordinated services and support (police, parks, public works, parking, transportation, et al.)

Placemaking & Design Improvements

- **A Clean, Safe & Friendly Village**
 - **Maintenance** – daily clean-up of trash & debris on sidewalks and curbside + coordinated clean-ups
 - **Safety/Security** – liaison with NHPD, LCI & owners to reduce and manage trash, graffiti, & crime
 - **Sidewalks** – coordinating and leveraging funding for sidewalk repairs and replacement
- **Flower, Planter & Tree Program** – planting & maintenance of 40+ planters and new street trees in the Village
- **Planning & Advocacy to City and State agencies to identify and improve:**
 - **Parking Improvements** – availability, management, and perception of public and private parking
 - **Traffic-calming** – managing the speed of traffic through our Village and improving walkability
 - **Comprehensive Planning** – guiding appropriate and responsible redevelopment and improvements



Become a Merchant Star today!

Join ONLINE at westvilleCT.org/Get-Involved or by using this form:

Business Name _____ Owner Name _____

Business Address _____ Mailing Address _____

Business Phone _____ Email _____

Website _____ Facebook, etc: _____

Membership Levels

Choose one-time or quarterly payments:

- MegaStar** – \$1,000 paid once annually or 4 quarterly payments of \$260
- SuperStar (over 5 employees)** – \$480 paid once annually or 4 quarterly payments of \$135
- Star (less than 5 employees)** – \$360 paid once annually or 4 quarterly payments of \$100
- Comet (self-employed/professional services)** – \$100 paid annually

I am interested in volunteering with a program team or special project (please specify interest):

- Promotion Team _____
- Arts & Cultural Events Team (including ArtWalk) _____
- Economic Revitalization Team _____
- Green Team _____
- Placemaking & Design Team _____
- Organization (Board of Directors, Revenue Development Committee) _____

Specific project or area of interest/expertise: _____

Please mail this form and a check made out to WVRA to: WVRA, PO Box 3004, New Haven, CT 06515

WVRA is a 501(c)3 tax exempt non-profit. Contributions to WVRA are tax-deductible to the extent of the law.