

SABA MEMBERSHIP BENEFITS

EXPOSURE

- Website –Your business listing and website link on the SABA website. If you do not have a website, a one-page site will be designed for you business at no additional charge.
- Business Directory & Maps –Your business included on a Saugatuck/Douglas walking map and business directory listing of all members for consumer use.
- Outdoor Community Walking Maps –Your business included on walking maps and displayed in stand alone kiosks located in downtown Saugatuck at the corner of Butler and Culver Street. The downtown Douglas kiosk is located at the corner of Center and Main Street(Beery Field).
- Downtown Wall Signage –Your business logo and name displayed on the wall of the Saugatuck Drug Store located at the corner of Butler and Mason Street.
- Information Booth -Local volunteers promote and provide consumers information on area businesses.
- Networking -SABA coordinates and supports the following networking opportunities for members: Spring Kick Off, Fall Get Together, and Holiday Social.
- Marketing Coordinator -SABA has hired a part-time Marketing Coordinator to promote the business association and businesses to consumers.
- New Business/Member Packets – These packets are created for new business owners offering them information on other members, area information, and becoming a member of SABA.

COMMUNICATION

- City of Saugatuck and Douglas Government & Community Leader Communication –SABA leadership attends and facilitate meetings between local leaders within our communities, or special interest groups to determine a solution or reach a common understanding while keeping local business issues in mind.
- Email Blasts & Periodic Mailings –SABA Board regularly communicate information to members through written correspondence when needed.
- Block Captains -Volunteer business owner disseminates information to assigned area of members.
- Calling Tree –Created to funnel urgent information to members and other entities.
- Information Surveys – SABA Board conducts member surveys to determine focus & direction of organization.
- Administrator -SABA employs a Part-Time Administrator to handle the daily operations and the administrative tasks for the business association.
- SABA Committees -Events, Directory/Walking Map, Website, Marketing/Advertising

OTHER BENEFITS

- Training and Seminars -Priority Health, Hospitality Training, Annual Liquor License Holder Meeting, and Annual Membership Seminar, Small Business Mgmt. and Check Fraud Training.
- Restaurant Menus -Available on our website.
- Group Rate Insurance
- SABA Bucks -Organization gift certificate redeemable at member businesses.
- Advertising & Marketing Efforts -Ongoing efforts to promote local activities and events through newspaper, radio, and magazine advertising. New marketing campaign and advertising slogan promoted 2008.
- Consumer Newsletter & Email Marketing -Newsletter will be circulated to consumers through email and merchant distribution six times per year.

PARTNERSHIPS

- Douglas Downtown Development Authority
- Downtown Douglas Socials (contribution)
- Garden Club
- “Last Call” Service -SABA actively supports the volunteer “drive safe” after hours transportation.
- Saugatuck Center for the Arts, Mason Street Warehouse, and Green Market
- Saugatuck Fireworks Committee (contribution)
- Saugatuck Venetian Festival
- Town Crier 5/10K Race
- Waterfront Film Festival
- WGVU Auction Volunteers/Jon Helmrich “View From the Dunes” Radio Segment

COMMUNITY EVENTS

- Winter Festival
- Saugatuck Music In the Park
- Saugatuck and Douglas Sidewalk Sales
- Harvest Festival Month
- Saugatuck and Douglas Holiday Previews
- Carriage Rides Downtown Saugatuck and Douglas
- Festive Friday Night Shopping

**see www.saugatuckdouglas.com for more information