



PETALUMA DOWNTOWN ASSOCIATION

Congratulations on being a part of the vibrant, historic downtown community of Petaluma!

Why join the **Petaluma Downtown Association**? Because this is what we will do for you!

PDA's Mission Statement:

“To contribute to the betterment of The Petaluma Historic Central Area & to promote & enhance its position as the City's Retail & Commercial Center”.

Downtown Petaluma is a reflection of how a community sees itself and its future should be a vital concern for every citizen and business person in the community. A vibrant, prosperous, and attractive downtown will increase pride in the area and be a visible barometer of the well-being of the entire community.

By joining your fellow downtown merchants as a member of the PDA, you will enjoy the following benefits:

- Exclusive promotion of your business through our e-mail blasts as well as PDA's social media pages ([Facebook](#) - [Twitter](#))
- Listing and link to your website on our online membership directory
- Qualify for reduced rates for [downtown events](#) and [advertising co-ops](#)
- Have your voice heard at City Council thru PDA's collective strength
- Be recognized and provide content in our [e-newsletter](#) to inform community of your special events
- Keep your business and customers informed about “what's happening” downtown
- Participate in economic development initiatives for downtown
- Elevate your company's visibility through sponsorship of events
- Contribute to shaping the future of downtown by serving on one of PDA's working committees
- Develop your business network and establish relationships with downtown Protect and enhance your investment in downtown
- business and community leaders
- Keep informed with e-newsletters and email alerts on vital issues & community notifications

Please visit our website to learn more about our Board of Directors and it's function.

Ph: (707) 762-9348 • Fax (707) 283-0528 • Email: Info@PetalumaDowntown.com

Historic Depot Building • 210 Lakeville Hwy / Hwy 116 • Petaluma CA 94952 • www.petalumaDowntown.com

ROI - RETURN ON INVESTMENT



ECONOMIC CONTRIBUTION

PDA PRODUCED EVENTS

- Butter & Eggs Days Parade.....30,000 +
- Spring & Fall Antique Faire20,000 +
- Art & Garden Festival.....15,000 +
- *Merchant Events:* Sidewalk Sale, Harvest Days, Trick or Treat Trail, Holiday Open House.....20,000 +
- Great Treasure Hunt.....250+

PVP PRODUCED EVENTS

- Santa's Riverboat Arrival.....11,000 +
- City of Lights Driving Tour1,000 +

PDA SUPPORTED EVENTS

- Cruisin the Blvd
- Veteran's Day Parade
- Farmer's Markets
- Chili Cookoff
- Taste of Petaluma
- Rivertown Revival Festival
- Petaluma Music Festival
- Art in the Park
- Victorian Tea
- Lighted Boat Parade
- Light Up A Life
- Heritage Homes Parlor Tours
- Petaluma Museum



**PETALUMA
DOWNTOWN
ASSOCIATION**

MEMBERSHIP BENEFITS & LEVELS:

	Basic	Premium	Associate	NonProfit	Property Owner	Friend
ANNUAL COST	\$125	\$195	\$125	\$75	\$195	Donation

RESOURCES *(Submit content for all blasts 2 weeks in advance)*

Subscription to PDA Newsletter / E-Mailing Lists	✓	✓	✓	✓	✓	✓
Provide approved content for monthly PDA Newsletter	✓	✓	✓	✓		
Submissions to PDA Event Calendar	✓	✓	✓	✓	✓	
E-blasts (must be approved, submit at least 2 weeks in advance)	4/quarter	8/quarter	2/quarter	2/quarter	\$50/Blast	
PDA support for merchant events & PR		✓				
Business Directory Listing on PDA website	✓	✓	✓	✓	✓	
Elevate your visibility with event sponsorship opportunities	✓	✓	✓	✓	✓	
Serve on PDA's working committees	✓	✓	✓	✓	✓	✓
Representation at City Council thru PDA's collective strength	✓	✓	✓	✓	✓	
PDA Member decal for your window	✓	✓	✓	✓	✓	✓
Contribute to downtown thru Block Captain Program & Meetings	✓	✓	✓	✓	✓	✓

SAVE MONEY

Discounted booths at PDA sponsored events		✓				
Use of PDA's bulk mailing permit		✓				
Inclusion in Merchant events (Sidewalk, Harvest, Trick or Treat, Holiday)	✓	✓				
Reduced rates for advertising in co-op campaigns	✓	✓	✓	✓		
Access to PDA social media (Facebook, Twitter, Pinterest)	✓	✓	✓	✓	✓	
Discounted fees for PDA/PVP website advertising	✓	✓	✓	✓	✓	
Marketing PR / Social Media tool kit	✓	✓	✓	✓	✓	
Tax deductible contribution	✓	✓	✓	✓	✓	✓



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Proud to be a Member of the Petaluma Downtown Association (PDA)
MEMBERSHIP APPLICATION

Business Owner/Contact _____

Business Name _____

Street Address _____

City, State, Zip _____

Mailing Address (If different from above) _____

Contact Phone _____ Business Phone _____

Email Address _____

Website _____

Payment Type _____ (Check) _____ (VISA) _____ (MC) _____ (Paypal) _____ (Cash)

(Alternative payment options upon request to the Executive Director of the PDA)

MEMBERSHIP LEVELS & COST (see attached benefits)

BASIC MEMBERSHIP \$ 125

PREMIUM MEMBERSHIP \$ 195

ASSOCIATE MEMBERSHIP \$ 125
(Outside the Downtown Boundary)

PROPERTY OWNER MEMBERSHIP \$ 195

NON PROFIT MEMBERSHIP \$ 75

FRIEND OF PDA MEMBERSHIP Any Donation!

Please select categories & provide a 350 character description for your directory listing:

- Art & Antiques
- Beauty, Salons & Spas
- Entertainment
- Health & Wellness
- Individual
- Lodging
- Non Profit
- Professional Services
- Property Owners
- Real Estate & Property Management
- Recreation & Sports
- Restaurants, Cafes & Bars
- Services
- Shopping
