



Williams District is supported by the Williams Vancouver Business Association (WVBA), an all-volunteer group of business owners committed to honoring the district's history while embracing its changing future.

2018-19 MEMBERSHIP BENEFITS

Marketing

Stretch your marketing budget. Our goal is to increase visibility of Williams District and member businesses.

- Website | Member listing in 2 categories with link and logo or image.
- Williams District Map | 15,000 copies distributed to Portland Airport, Downtown Visitor Center, local hotels and businesses.
- Map Sponsors | Get extra eyes with a Williams District map ad (see WVBA Membership Form).
- Calendar | Submit your events on the public WilliamsDistrict.com calendar for customers to see.
- Social Media | Promotion of members via our public social media accounts; private Facebook group allows for quick business to business communication.

Events

Draw in new customers. Increase your business revenue.

- Walk Williams | This event occurs on the 2nd Wednesday of the month May – October and continues to expand from prior years. Customers get Passport stamps when they spend money at participating businesses and can enter to win prizes!
- Shop Late | Promotes our District to holiday shoppers and entertainment seekers.
- Williams Giving | Annual holiday giving campaign helps local business support charities in the community.
- Community Events | WVBA is committed to having a presence at community events and representing our member businesses (Concerts in the Park, SEI Music Festival, Neighborhood Clean Up, etc.).

Networking

- Business for Happy Hour | Connect with fellow businesses at quarterly mixers, get WVBA updates.
- Annual Meeting | Help elect the new board (or consider joining!) to move WVBA's work forward.

Education

- Business for Breakfast | Member meeting featuring educational speakers with strategies to strengthen your business. Join us the 4th Thursday from 8:30-9:30am at New Seasons Community Room.

Travel Portland

- You have access to WVBA benefits from Travel Portland.
- Submit events onto the Travel Portland events calendar.
- Participate in Travel Portland events and networking.
- Hosted District Tours ensure Visitor Center staff can knowledgeably refer customers to your business.

Venture Portland

WVBA is a member of Venture Portland. They recently selected Williams District as one of 2 North Portland Catalytic Investment Initiative districts, giving us access to significant resources and support. Over the past year, they have helped us:

- Secure \$12,000 in grant funds – giving your membership a bigger bang for your buck.
- Fund a District Organizer to work on your behalf.
- Construction Blackout – City moratorium on construction/closure permits between Thanksgiving-Christmas.