



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.

2019-20 MEMBERSHIP BENEFITS

Marketing

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

- Website | Member listing 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
- Calendar | Submit your events on the public WilliamsDistrict.com calendar for customers to see
- Social Media | Member promotion via our public social media accounts; private Facebook group for quick business to business communication

Events

Draw in new customers. Increase your business revenue.

- Walk Williams | Join our community of businesses hosting street events, entertainment and promotions on select Wednesdays this summer; customers earn Passport stamps when they spend money at your business and can enter to win prizes
- Shop Late | Promotes our District to holiday shoppers and entertainment seekers
- Williams Gives | 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 | Elect your new board (or consider joining!)

Education

- Business for Breakfast | Monthly member meeting featuring educational speakers with strategies to strengthen your business (March–September; 4th Thursday from 8:30–10:00 AM in the New Seasons Community Room)

Travel Portland

- Access Travel Portland benefits through WVBA
- Submit events to the Travel Portland calendar
- Participate in Travel Portland events and networking
- Hosted District Tours ensure Visitor Center staff can refer customers to your business

Venture Portland

Venture Portland selected Williams District as a Catalytic Investment Initiative district, giving us access to significant resources and support including:

- \$10,500 in grant funds—giving your membership a bigger bang for your buck
- District Organizer to work on your behalf (\$13,500 value)
- Construction blackout—city moratorium on construction/closure permits between Thanksgiving–Christmas