



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.

2017-18 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.
- Welcome Packets | Our goal is to ensure new residents are introduced to your business when they move in to the district.
- 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 monthly event occurs the 2nd Wednesday. Customers get Passport stamps when they spend money at participating businesses and can enter to win prizes! Your business is marketed to 5,000 unique homes within walking distance with door hanger Passports.
- 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.

Venture Portland

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

- Secure \$8,500 in grant funds – giving your membership a bigger bang for your buck
- Fund a new District Organizer staff position as part of the North Portland Pilot Project
- Construction Blackout – City moratorium on construction/closure permits between Thanksgiving-Christmas
- Defeat 14% increase to City of Portland Business License Tax
- 9% increase in Multnomah County Owners Compensation Deduction (to \$100,000)

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