

# DOWNTOWN BUSINESS ASSOCIATION



## 2022-2023 DBA MEMBERSHIP





# DBA MEMBERSHIPS



Become a DBA member to **PROMOTE** your business and downtown Corpus Christi as a destination, **ENGAGE** in downtown community projects and events, and **CONNECT** with other business leaders.

## MEMBERSHIP LEVELS:

### DBA MEMBERSHIP

**\$195/year**

- Invitation to monthly DBA meetings
- Follow-up email with DBA meeting notes
- Downtown construction updates and important announcements every month
- Logo on DBA webpage on DMD's website linked to your businesses' website or social site



OR

### MARKETING BOOST MEMBERSHIP

**\$475/year**

#### DBA MEMBERSHIP, PLUS

- Mention in at least 1 weekly newsletter, *The Downtowner*, per month
- Mention and tag in at least **2** social media posts / reels / stories per month (Facebook & Instagram)
- One 1-hour professional photography session per year (or two 30-minute sessions) to capture fresh content to be used on your business' and DMD's marketing platforms
- Logo clean-up / update, if applicable
- Opportunity to host DBA meeting at your location, if feasible
- DBA window decal
- Marketing support for Business Anniversaries – 1<sup>st</sup>, 5<sup>th</sup>, and 10<sup>th</sup> Year
- Inclusion in the DMD's seasonal wayfinding initiatives / signage

#### FUTURE PLANNED DBA PERKS:

- Inclusion in Downtown brochures in Airport, Info Booths, & Downtown Hotels – COMING 2023



# WELCOME TO DOWNTOWN



There's **always something to celebrate** in Downtown Corpus Christi! Whether you're **opening your business** in downtown or **celebrating a major milestone**, the DMD is here to support (and party with) you!

## DBA MEMBERS RECEIVE:

### SOFT OPENING

- 'Coming Soon' announcement on DMD's Newsletter
- 1 post on Facebook, Instagram, & LinkedIn tagging your business, if applicable
- Support planning of Grand Opening



### RIBBON-CUTTING & GRAND OPENING

- Press release sent to over 50 local media contacts
- 'Now Open' announcement on DMD's Newsletter
- 1 post on Facebook, Instagram, & LinkedIn tagging your business, if applicable
- Ribbon-cutting ceremony featuring:
  - City Official, DMD Board Member, Alyssa B Mason, and Business owner (if all available)
  - Ribbon and giant scissors
  - DMD podium, if requested
  - Photographer on site



### ANNIVERSARY CELEBRATIONS

- 'Happy Anniversary' announcement on DMD's Newsletter
- 1 post on Facebook, Instagram, & LinkedIn tagging your business, if applicable





# DBA MEMBERSHIP ADD-ONS



Select the add-ons that benefit your business via **RESTAURANT PROMOTIONS**, increased late night **SECURITY** support, and involvement with downtown's signature event, **ARTWALK**.



## ADD-ON OPPORTUNITIES:

### RESTAURANT PROMOTION

- Invitation to be a part of Food & Beverage-related events & promotions: i.e., quarterly Pub Crawls and other F&B events
- Opportunity to host exclusive DMD events



**\$295/year**

### ARTWALK PARTNER

- Included on ArtWalk Rack Card
- Use of ArtWalk branding: logo & graphics
- Included in ArtWalk marketing
- 10'x10' space reserved for your business within footprint



**\$385/yr.**  
or **\$35/mo.**

### SECURITY SUPPORT

- Receive support from Off-duty Police Officers ("Bar Beat") on **Friday & Saturday nights**
- Direct access to O.D.P.D. from 9 PM – 1 AM
- DMD supports funding and negotiates group pricing



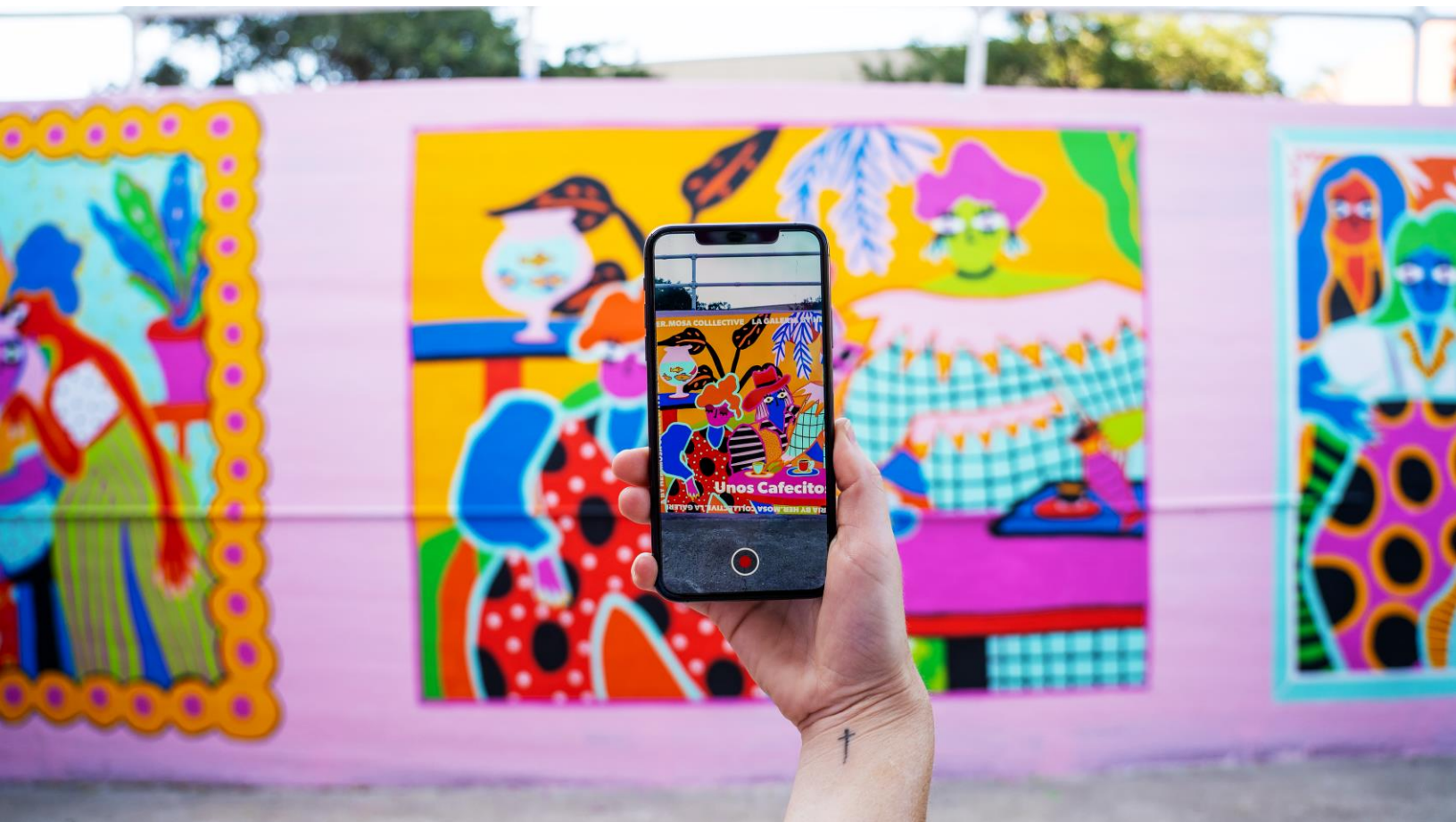
**\$195/mo.**



# DOWNTOWN PROMOTIONS



Downtown Corpus Christi's **marketing value continues to grow** alongside our vibrant business community. We proudly promote downtown amenities, events, specials, seasonal campaigns, and more through DMD's **digital marketing** channels.



**6.2k**

Newsletter  
subscribers



**96**

YouTube  
subscribers



**874**

LinkedIn  
followers



**31.7k**

Facebook  
followers



**24k**

Instagram  
followers



**1.6k**

Twitter  
followers



**OVER 64K DIGITAL MARKETING FOLLOWERS AND GROWING...**

Plus, users can explore our interactive website



[GODOWNTOWNCC.COM](http://GODOWNTOWNCC.COM)