

# DOWNTOWN ATHENS BUSINESS ASSOCIATION

## Membership Information

*IF YOUR BUSINESS  
IS DOWNTOWN,  
THEN DOWNTOWN  
IS YOUR BUSINESS!*

### ISSUES WE ADDRESS:

- ✓ TOURISM
- ✓ PHILANTHROPY
- ✓ ENTERTAINMENT
- ✓ MERCHANT RIGHTS
- ✓ PARKING
- ✓ DELIVERY LANES
- ✓ PANHANDLING
- ✓ PUBLIC SAFETY
- ✓ TRASH COLLECTION
- ✓ SIGN ORDINANCES
- ✓ STREET  
CONSTRUCTION



**Downtown Athens Business Association**

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Athens, Georgia 30601  
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Ext. 243

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**DOZENS OF BUSINESSES, ONE VOICE,  
UNLIMITED POSSIBILITIES**



DABA is a collection of downtown businesses whose main objective is to facilitate the operation of a vibrant, thriving business community downtown. We have a board of directors consisting of local business owner/operators in town, and we function as a mouthpiece for businesses to discuss issues at a commercial and governmental level.

### WHAT DOES DABA DO?

- **Operates the Downtown Athens Gift Certificate Program**
- Advertises and promotes Downtown Athens throughout the region
- Appeals to and lobbies local government on behalf of our members
- Provides members with important information on upcoming events
- Represents downtown businesses with an active social media presence
- Organizes ribbon cuttings to announce businesses opening or reopening
- Provides educational opportunities regarding local ordinances and legislation

#### **Communication. Promotion. Education. Advocacy.**

DABA is ever-alert to the interests of its members and plays a key role in quickly mobilizing around an issue important to downtown business. At the same time it is a positive, action-oriented, results-driven organization eager to be a catalyst for progress in Downtown Athens.

# DOWNTOWN ATHENS BUSINESS ASSOCIATION

## Membership Information



Our volunteer board members are owners/managers of downtown businesses. A list of their names is enclosed. The board meets on the third Wednesday of each month at 9:00 am in the board room of the Athens Area Chamber of Commerce.

(246 W. Hancock Ave.) All members are welcome to attend.

The Downtown Athens Business Association is funded solely by the annual dues paid by its members.

Our dues are very reasonable, and are paid on an annual basis. Our financial year runs Jan. 1–Dec. 31.

The structure is as follows:

### Annual Dues

\$150  
\$300  
\$625  
\$25

### Business size in terms of gross sales/deposits

Up to \$1,000,000 annually  
\$1,000,000 to \$10,000,000  
Above \$10,000,000  
Friend of Downtown Athens

### Downtown Athens Business Association 2015 Board of Directors

Jennifer Zwiern, President  
Athens First Bank & Trust  
150 West Hancock Avenue  
Athens, Georgia 30601  
706-357-7104  
jenniferzwiern@athensfirstbank.com

Graham Joyner, Vice President  
Masada Leather & Outdoor  
238 East Clayton Street  
Athens, Georgia 30601  
706-546-5014  
706-546-6616  
graham@masadaleather.com

Shawn Butcher, Treasurer  
Porterhouse Grill  
459 East Broad Street  
Athens, Georgia 30601  
706-369-0990  
shawn@porterhouseathens.com

Adam Hebbard  
220 College Avenue, Suite 303  
Athens, Georgia 30601  
706-549-9010  
adam@hebbardlaw.com

Devin Clower  
Frontier  
193 East Clayton Street  
Athens, Georgia 30601  
706-369-8079  
frontierathens@gmail.com

Chris Herron  
Creature Comforts Brewery  
271 West Hancock Avenue  
Athens, Georgia 30601  
404-606-9701  
chris@ccbeerco.com

Rusty Heery  
Heery's  
195 College Avenue  
Heery's Too!  
184 East Clayton Street  
Athens, Georgia 30601  
706-543-0702  
706-207-3753  
rustyheery@gmail.com

### DABA: In More Detail

#### **Downtown Gift Certificates:**

Gift Certificates continue to be DABA's crown jewel, and we are focused on getting these "Downtown Dollars" into as many hands as possible. With more than 75 businesses now participating and more than \$70k in certificates being sold annually, we will continue to market and promote this incredibly successful program. Join DABA for your business to be a part of the gift certificate program.



#### **Website:**

Our website is the destination for folks to get acquainted with Downtown Athens before they arrive. Whether they are coming to town for an event, have parking questions, want the latest downtown news, or want to see where to shop and eat, they can learn it all at

[www.DowntownAthensGa.com](http://www.DowntownAthensGa.com).

We provide free links to websites of downtown businesses. All advertising directs people to our site. We also sell downtown gift certificates, downtown mugs, coffee, koozies, and bags online.

#### **Advertising:**

The DABA board partners money and resources with the Athens Downtown Development Authority for an advertising and promotions campaign that allows Downtown Athens ads to be in local, regional, & national publications. We also advertise with the UGA Alumni Magazine, local radio, as well as social media. Downtown's nearly 20k Facebook fans and Twitter followers grow in numbers each day. In addition, we can credit our increase in online gift certificate sales to consistent advertising.