

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 at the Athens Downtown Development Authority office.

(250 W. Broad St.) 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:

<u>Annual Dues</u>	<u>Business size in terms of gross sales/deposits</u>
\$150	Up to \$1,000,000 annually
\$300	\$1,000,000 to \$10,000,000
\$625	Above \$10,000,000
\$25	Friend of Downtown Athens

Downtown Athens Business Association 2017 Board of Directors

Shawn Butcher, President
Porterhouse Grill
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Heery's Too!
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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 60 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.org. 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.

