



Dear Downtown Waukesha Business Owner:

The Waukesha Downtown Business Association (WDBA) consists of local business owners who are dedicated to the development of the downtown, which stimulates the growth of their own businesses and creates great experiences and wonderful memories for our guests. The WDBA plans, markets/advertises, and implements events that attract customers to our Historic Downtown Waukesha. Here is a listing of some of the past and present WDBA events and programs:

- **Friday Night Live (FNL)** ó 12 weeks of entertainment from June through August bringing thousands of shoppers to the downtown. Check out the website at [www.waukeshadba.com](http://www.waukeshadba.com)
- **Waukesha Farmers' Market** ó Runs May through October bringing thousands of shoppers to downtown every Saturday morning from 8 AM ó Noon. Check out the website at [www.waukeshadba.com](http://www.waukeshadba.com)
- **Waukesha Jolly Days** ó Holiday season activities which include horse-drawn carriage rides, live reindeer, pictures with Santa, Letters to Santa, the Waukesha Tree Lighting, Lantern Stroll, and much more! Check out the website at [www.waukeshadba.com](http://www.waukeshadba.com)
- Halloween Trick or Treat and Scarecrow Festival
- Easter Bunny Hop
- Partnership with Waukesha Park & Rec and Forestry (Janboree Ice Sculpting)
- Partnership with the City of Waukesha Run with the Cops

What's missing from the list may be an awesome idea that you have!??

Currently, we have approximately 45 members, but we anticipate that number will grow, so please consider partnering with your downtown business neighbors and add to the synergy that is necessary for any dynamic organization to excel.

Membership runs from January 1 to December 31. Annual dues have been set at \$100.00.

Monthly meetings are held on the second Monday of each month at the Waukesha State Bank Community Room, 151 E. St. Paul Ave., at 6:00 p.m. Everyone is welcome to attend, so please come. We hope you will see the benefits that membership will bring you and your business!

A Membership Application can be found on the following page and may be returned to any Board Member or handed in at a monthly meeting.

If you have any questions, please feel free to contact one of the Board Members:

Chris Janet, President, Chris Janet State Farm Agency, 707 N. Grand Ave., Ste. 101., 262-544-1500  
[chris@waukeshadba.com](mailto:chris@waukeshadba.com)

Shelley Gallamore, Vice President, Southeast Real Estate Group of WI, 431 W. Main St., 262-899-5462  
[resoutheast@gmail.com](mailto:resoutheast@gmail.com)

Rosie Strauss, Treasurer, Berg Management, 235 W. Broadway, 262-521-9935 [rosie@bergmanagement.com](mailto:rosie@bergmanagement.com)

Tami Evanoff, Secretary, Burlap & Lace, 272 W. Main 414-510-3081 [burlapandlacemarketplace@outlook.com](mailto:burlapandlacemarketplace@outlook.com)

Sarah Risser, Communications, Distinktive Merch Co., 380 W. Main St. 262-518-8337 [sarah@distinktivemerchco.com](mailto:sarah@distinktivemerchco.com)



**WAUKESHA DOWNTOWN BUSINESS ASSOCIATION INC.**  
**MEMBERSHIP FORM**

**PURPOSE:**

To promote a vibrant business community located in the streets of Downtown Waukesha.

To encourage involvement and build leadership in downtown Waukesha to create a sustainable organization that plans and delivers the visionary objectives of its membership.

To drive the positive message that Waukesha is a new and changing environment, which encourages people within and outside of the community, to experience the downtown.

To discover current business excitement and utilize our collective imaginations to create and implement a full calendar of events.

To utilize our community resources of culture, history, citizens, aesthetics, and the riverwalk in our downtown activities.

To develop a sense of enjoyment in the community through the merchants, services, associates, patrons, and institutions.

Monthly membership meetings are held on the second Monday of each month at the Waukesha State Bank Community Room, 151 E. St. Paul Ave., at 6:00 p.m.

Annual Membership Dues are **\$100.00**.

Make check payable to WDBA (Waukesha Downtown Business Association, Inc.) and submit to Rosie Strauss, WDBA Treasurer, at a monthly meeting or at Berg Management, 235 W. Broadway.

Name of Business \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

Brief description of business or service offered \_\_\_\_\_

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