



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
- **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
- **Waukesha Silver Bells** ó Holiday season activities which include horse-drawn carriage rides, live reindeer, the 5K Santa Run, strolling carolers, the Waukesha Tree Lighting, Holiday Stroll, and much more! Check out the website at www.waukeshadba.com
- Halloween Trick or Treat and Scarecrow Festival
- Easter Bunny Hop
- Partnership with Waukesha Guitar Town & 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 November 1 to October 31. Annual dues have been set at \$50.00 for returning members who sign up prior to November 1. Returning members signing up after November 1 will be charged \$75.00. New businesses will only be charged \$50.00.

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, 325 E. North St., 262-544-1500 chris@waukeshadba.com

Susie Taylor, Vice President, People's Park, 337 W. Main St., 414-403-7669 susiepeoplespark@gmail.com

Rosie Strauss, Treasurer, Berg Management, 235 W. Broadway, 262-521-9935 rosie@bergmanagement.com

Tami Evanoff, Secretary, Burlap & Lace, 272 W. Main 414-510-3081 burlapandlacemarketplace@outlook.com

Aleks Gerasyuta, Communications, 300 W. Main St. 414-732-0572 aleksger1980@gmail.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 (November 1 to October 31) Membership Dues are **\$50.00** for New Members or returning members, during the renewal period; after November 1 of the renewal period, the annual dues for returning members are **\$75.00**.

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 _____

