

Great Value... ...Happens Here

We try to provide the most valuable return on your membership investment. Whether it's façade grant opportunities or events that bring people through your doors, we strive to give you the best bang for your buck.

Included with the Premier Membership is a 12-month advertisement + a 2-3-minute video commercial valued at \$1000, which makes the \$600 fee a great deal.

Regular Benefits

*\$100 Annual Membership

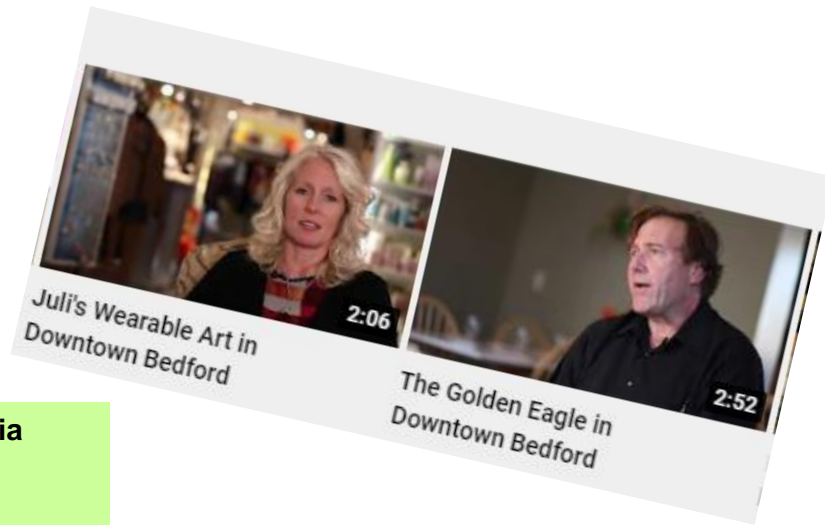
- Inclusion in Bedford Bucks used in several promotional contests
- Free booth space at select DBI events
- Feet on the Street initiative which helps to drive traffic into stores
- Façade grant priority
- Business Resources
- Sharing of Facebook posts upon request***
- Referrals for DBI members

Premier Benefits

\$600 Premier Membership

all regular member benefits PLUS

- 12-month commercial ad on website
- 2-3-minute video ad, including production and placement



Measured reach of 2022 DBI website and social media

Website statistics for 2022

39,155 Unique Users

162,633 Page Views

Top Cities:

1. Pittsburgh
2. Bedford/Altoona/Johnstown
3. Greensburg

Top States:

1. Pennsylvania
2. Maryland
3. New York

Facebook Statistics for 2022 – Page Reached 217,820 People

Facebook Post Example for 2022

Business post shared (non-boosted)

-Post was shared 13 times

-Post reached 6.8K people

DBI Event Post Example

Chocolate Walk (non-boosted event) reached 29,695 people

Bedford is on the list for PA Hallmark Movie Towns (non-

boosted) reached 15.6k people and shared 138 times

we are
HERE

for our business members





DOWNTOWN BEDFORD INCORPORATED

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Premier Membership Payment Information

Payment amount: \$600

Payment type (circle one): Check Cash Credit Card

CC # _____

Exp: ____/____/____ CVV ____ Zip Code _____

*** Credit Cards will be charged a 4% processing fee*

Business Name: _____

Signature: _____

Date: ____/____/____

Billing & Additional Contact Information

(DBI Office use only)

Mailing/Billing Address: _____

City: _____ State: _____ Zip: _____

Telephone: (____) ____ - _____

Cell phone: (____) ____ - _____

Benefits...
...Happen Here

- Co-op ad rates with participating media groups including newspaper, TV and radio
- Window-cling to display membership
- Façade grant program when available
- Guidance with rental spaces, design and networking with many important business contacts
- Free listing on DBI's website
- Posting of your business' events and promotions on DBI's Facebook page
- Benefit of DBI's general advertising outside of Bedford County to bring visitors to the downtown
- DBI spends over \$15,000 each year to assure the tourism
- Discounted rate for advertising in our Bedford brochure – the highest requested handout of visitors
- Pride in knowing you are helping DBI make a difference in revitalizing downtown Bedford as a community, retail and service center
- Businesses may send marketing material wanting to be shared to DBI's email
- Free 2 column x 3" black & white weekday ad in the Bedford Gazette
- Two Complementary Event Tickets

Voted One of PA's Top 10 Main Streets!
Bedford...
...It All Happens Here

Contact us: (814) 623-0048
www.downtownbedford.com
P.O. Box 286
124 S Juliana Street, Bedford, PA 15522

Getting to Know You...

Please complete the information requested.

Business/Organization Information

Company/Organization Name: _____

Primary Contact & Title: _____

Street Address: _____

City: _____ State: _____ Zip: _____ Phone: _____

Email: _____

Do you have Facebook: Yes No

Do you have Instagram: Yes No

Link to Facebook: _____ Link to Instagram: _____

Website address: _____

Business Classification: (Select one)

- Beverages & Bites • Stay & Play • Retail Therapy • Arts & Museums • Salons & Spas
- Health & Medical • Community Organizations (Church, Non-Profit, Local)
- At Your Service (Insurance, Banking, Financial, Legal, Real Estate, Senior, Specialty, Automotive)

New Member Bonus

Two Complementary Tickets for one of DBI's Signature Events (Select two choices)

- Chili & Soup Cookoff • Chocolate Walk • Spring Wine & Spirits Walk • Girls Night Out
- 4th of July Cornhole Tournament • Ghost Tours • Fall Wine & Spirits Walk

YES! Please send me information

about participating in these DBI events and committees:

DBI Events (Circle all those of interest)

- Farmers Market • Rock the Block • Art Walk • Chocolate Walk
- Chili/Soup Cookoff • Wine & Spirits Walk • Snowflake Social • Girls Night Out
- Easter Family Fun • Christmas Family Fun • Fireworks • Ghost Tours
- Bed Races, Car Show, & Wing Off

DBI Committees (circle all those of interest):

- Promotions
Special Events
Marketing
Retail Promotions
- Organizational
Fundraising
Volunteer Development
Partnerships
- Economic Vitality/Design
Wayfinding & Signage
Business Recruitment
Business Retention

Your support and participation helps to make Downtown Bedford a destination. Thank you for helping to improve the quality of life for residents and visitors.

