



# *Lapeer Downtown Business Association JOIN and ENJOY!*

*What the DBA does for your business...*

*As a DBA member, you...*

*...can advertise your business on the M-24 electronic sign (by Cramton Park) for one week each month, at no charge. (must be a business member) At least 35,000 cars pass the sign every day.*

*...will have pertinent information about your business listed on the DBA website, [www.downtownlapeer.com](http://www.downtownlapeer.com) The website is up and running and we want to present as much information about downtown as possible, including links to individual member websites.*

*...will receive*

- **REDUCED RATES** for Discover Downtown Lapeer Directory ads  
(the DBA-produced guide to downtown)
- **REDUCED RATES** in local newspapers for special downtown event advertising spreads, such as
  - *Lapeer Celebrates the Arts*
  - *Family Fun Day*
  - *Pumpkin Fest & Treat Walk*
  - *Christmas Winter Fest*
- **REDUCED RATES** for display space on the downtown sign kiosk (located just west of the clock at Nepessing & Court).  
*The kiosk will also house a downtown map & director with bold listings for DBA members.*



*Kiosk*

*...can participate in selected downtown promotions at no additional cost.*

*...receive increased business opportunities from the DBA's efforts to sponsor & support events that encourage people to visit downtown Lapeer. "DBA BUCKS" (fully reimbursed to you by the DBA) are often distributed to visitors and can only be redeemed at DBA member businesses.*

*As a DBA member, you also*

*...receive information about important changes & events in Lapeer that may affect your business.*

*...can establish stronger ties with fellow downtown businesses.*

*...demonstrate your commitment to your downtown neighbors and the Lapeer community.*

# DOWNTOWN BUSINESS INFO SHEET – General Info

**BUSINESS NAME**

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**DESCRIPTION: A brief phrase to identify your type of business**

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**STREET ADDRESS & Suite # (if needed)**

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**PHONE**

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**FAX**

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**BUSINESS OWNER**

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**BUSINESS MANAGER / CONTACT PERSON**

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**CONTACT E-MAIL**

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**BUSINESS HOURS**

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**DATE OPENED - MONTH & YEAR**

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If your business has a website, please provide the exact address(es)

**WEBSITE**

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## FOR MEMBERS ONLY:

Complete the following if you are a new downtown business or a dues-paying member. (First year is free to new businesses.)

### DISCOVER DOWNTOWN LAPEER DIRECTORY

**TAG LINE**

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60 character limit, including spaces

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(worksheet attached)

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### DBA MEMBER WEBSITE INFORMATION (see attached category listings)

#### WEBSITE DESCRIPTION

Provide a description of your business/Organization as you would like it to appear on your DBA Website Page.

Include unique products and/or services that your business offers and/or any other information you feel is important. (If you have an ad or pictures that you would like to include on your website page please let us know. Attach any additional information that you feel is relevant

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**FOR ADMINISTRATIVE USE**

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**MEMBER TYPE (Regular, New, Associate)**

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**DUES PAID**

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**DATE PAID**

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**BUSINESS LOCATION**

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**BLOCK CAPTAIN**

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**SHOP & DINE / KIOSK CATEGORY**

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**MAP KEY**

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**SHOP & DINE AD**

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# CATEGORY OF YOUR BUSINESS TO APPEAR ON THE DBA KIOSK DIRECTORY, DISCOVER DOWNTOWN DIRECTORY AND WEBSITE

## CATEGORY (CHECK ONE)

### **Entertainment**

Entertainment

### **Farmers Market**

Farmers Market

### **Financial, Insurance & Legal Services**

Accountants

Attorneys & Legal Services

Banks, Investments & Insurance

### **Government Offices**

Government Offices

### **Personal & Professional Services**

Advertising, News & Printing Services

Auto Services & Supplies

Builders, Engineering & Real Estate

Counseling, Education & Religious Services

Dental, Hearing, Vision & Chiropractic Services

Funeral Directors

Health, Fitness Services & Supplies

Miscellaneous Business/Services

### **Restaurants**

Restaurants

### **Salons**

Hair, Nail, Massage & Tanning

### **Shopping**

Books, Clothing, Shoes, Home Decor, Jewelry, Sewing, Sporting Goods & More

If there are no categories that you feeling accurately reflect the nature of your business, please contact the DBA Coordinator

