



Dear CBA Member,

As a group we understand that making new connections, forming a broader network, and staying informed is the key to influencing change and making things happen.

We are committed to attract, support and retain business in the greater Callicoon area, foster collaboration with the broader network of the Upper Delaware River Valley and maintain as well as expand beautification initiatives.

This past year our accomplishments included successful grant writing and awards from Sullivan Renaissance and Delaware Valley Arts Alliance, upgrading the Summer & Winter decorations throughout town. We also sponsored successful town-wide events such as the Callicoon Country Fair, The Callicoon Artwalk & Dickens on the Delaware. Print and radio advertising campaigns to promote Callicoon and our events was undertaken and we had an excellent response to it. Below are a list of membership benefits and new initiatives.

This past year we have accomplished a lot together.

Benefits of Membership:

- ❖ Listing in Member Directory, Website and Map
- ❖ Inclusion in Social Media Platform
- ❖ Free Booth at Summer Street Fair
- ❖ Inclusion in Town-wide Media Plan
- ❖ E-mail Updates on area news and events as well as special offers
- ❖ Educational workshops and presentations for business development
- ❖ Increased communication between businesses & municipalities

New Initiatives:

- ❖ Updating of the Visit Callicoon Website
- ❖ Expanding Fundraising Initiatives to Include Locally Made Products
- ❖ Membership Expansion Efforts
- ❖ New Town-wide Events – which would raise revenue through vendor fees, bring business to town and serve as marketing platforms
- ❖ Creation of Information Map Brochure with all Businesses

Thanks in advance for your support.