



Dear CBA Member,

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

As always, 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 have included successful grant writing and awards from Sullivan Renaissance and Delaware Valley Arts Alliance and successful town-wide events such as the Callicoon Country Fair, Callicoon Artwalk & Dickens on the Delaware. We are actively working to expand our Events Programming for 2018. A print and radio advertising campaign to promote Callicoon and our events was undertaken and we have had an excellent response to it. Below is a list of membership benefits and new initiatives for 2018.

This past year we have accomplished a lot together.

Benefits of Membership:

- ❖ Invitation to All Meetings
- ❖ Ability to Vote at Meetings
- ❖ Inclusion on Social Media Platforms*
- ❖ A Free Booth at Summer Street Fair*
- ❖ Inclusion in Town-wide Media Plan*
- ❖ Listing in Member Directory, Website & Map*
- ❖ Email Updates on Area Events & Special Offers
- ❖ Educational Workshops & Presentations for Business Development*
- ❖ Increased Communication between Businesses & Municipalities*
- ❖ Referrals through Association Network*
- ❖ Town-wide Holiday Decoration
- ❖ 20% Off Coupon on All **AGWAY** (Callicoon) Plants

New Initiatives:

- ❖ Revamp of www.VisitCallicoon.com
- ❖ Introduction of *CallicoonNY Instagram*
- ❖ Members' Event Promotion on Social Media*
- ❖ Continuing Grant Writing Efforts
- ❖ Membership Expansion Efforts
- ❖ Social Media and Marketing Strategies to Feature & Promote Member Businesses*
- ❖ Expanding Fundraising Initiatives to Include Locally-made Products
- ❖ Creation of a New Callicoon Map Brochure with All Businesses Listed*
- ❖ Complementary CBA Memberships for 501(c)3s and Other Local Not-for-Profits
- ❖ New Town-wide Events – which would raise revenue through vendor fees, bring business to town and serve as marketing platforms

* Value-added Business Benefits

Thank you in advance for your support,

Andrea Reynosa, *President*

Shawn Lang, *Vice President*

Tom Dent, *Treasurer*

Nicole Vallance, *Secretary*

John Erik Karkula, *Executive Board Member*

Irene Nickolai, *Executive Board Member*

Katie Welsh, *Executive Board Member*