



Dear Valued Callicoon Business Owner,

On behalf of the entire membership of the Callicoon Business Association, we send our best wishes to all our members and volunteers.

2020 has been a year like no other and we are proud of the Callicoon community for all they have done to weather this pandemic.

From feeding our front-line workers at Grover Hermann Hospital, to supporting worthwhile charities, to donating our time and effort to beautiful Callicoon, your Callicoon Business Assn. has been there when it counted. We all know firsthand what a burden this pandemic has caused to so many of our neighbors and friends and we truly appreciate everyone's efforts in helping us get through this together.

The Callicoon Business Assn. is aggressively trying to help our membership by investing in marketing campaigns designed to bring more people into Callicoon. As we all know, foot traffic is essential to the success of Main St., America and while Callicoon has been very fortunate to see an influx of second homeowners and visitors, we must continue to get our name out there while striving to be as healthy as possible.

That being said, we are looking forward to 2021. We have grand plans for more events and want to keep our community as vibrant as possible. But we need your support. We have invested several thousand dollars in our 2020 marketing campaign and now need to replenish our treasury to keep us going in 2021.

Please join us in sending in your \$125 membership today to help support the association which supports you.

Benefits of Membership:

- ❖ Join the conversation! An invitation to attend and vote at General Meetings.
- ❖ Promotion through our Social Media Platforms:  VisitCallicoon +  @VisitCallicoon
- ❖ Listing in our Member Directory, Website: www.VisitCallicoon.com and hamlet way-finding maps*
- ❖ Benefits from all our radio, print and promotional advertising
- ❖ A Free Booth for your business at the Callicoon Country Fair*
- ❖ Valuable coupons from other Callicoon Businesses
- ❖ A wide network of businesses who support "Shop Local"

*Value-added Business Membership Benefits

Thank you for your continued support and we look forward to an outstanding 2021.

Also, to keep all of our valuable and dedicated business owners and community members in the loop, our Visitors Center a/k/a Callicoon Train Depot Project is going very well and is our newborn Riverside Park Project.

In 2019 alone, The CBA Board, spearheaded by its Train Depot and Beautification Committees raised an additional \$220K+ for the Depot Project. (\$100K USDA, \$20K Sullivan Renaissance Municipal Partnership Grant with \$22K+ in donated services/matching funds to address hamlet and Town-wide Beautification, Code Enforcement, and Heathy Communities' initiatives with the Town of Delaware, and a \$75K Phase II 'Silver Feather' prize grant from Sullivan Renaissance)

These various grant initiatives resulted in securing expanded beautification (more gardens, improved park gardens, rehabbed gathering places, new park furniture and town wide perennial plantings) and ensured the Depot Project's viability, which led to the additional \$20K being awarded by the County in 2020.

CBA members have also been deeply involved with advocating for the Trust for Public Lands/Riverside Park project, which has the potential to bring thousands of visitors to our businesses each year.

While these efforts are not as immediate or visible as ads, they will have far-reaching and long-term positive impacts for our community's ability to attract an increasing number of visitors. Those visitors will, in turn, spend money with our businesses for *years* to come.

By helping to add these two substantial community assets to the hamlet for locals to utilize and enjoy, we are helping to make Callicoon an even more attractive place to live and relocate to.

Thank you in advance for your support,

The 2020 Callicoon Business Association Executive Board

Nicole Vallance, *President*
Kathleen Hawk, *Vice President*
Tom Dent, *Treasurer*

Gina Fenton, *Executive Board Member*
Dania LaScola, *Executive Board Member*
Patti Moorhead, *Executive Board Member*
Fred Stabbert III, *Executive Board Member*



www.VisitCallicoon.com

2021 Membership Application

Name: _____

Title: _____

Business Name: _____

Mailing Address: _____

Physical Address: _____
(leave blank if same)

Business Phone: _____

Mobile Phone: _____

Email Address: _____

Website: _____

Facebook: _____

Instagram: _____

I have enclosed payment of \$125 for my business membership or \$25 for my community membership (please circle one) to the Callicoon Business Association. I understand my membership entitles me to the benefits described in the membership letter. I agree with the Bylaws of the Callicoon Business Association.

Signature: _____ **Date:** _____

Make checks payable to: **Callicoon Business Association**
PO Box 303, Callicoon, NY 12723