



Dear Business Owners and Community Members of Callicoon,

The Callicoon Business Association would like to thank everyone for their support during 2021. Your dues and volunteer efforts helped make Callicoon on the Delaware one of the best places to visit in the Catskills. As we look forward to a great 2022, we would like to again ask for your support, by joining our organization and helping us plan and execute the many exciting events we have coming this year.

As we all know, Callicoon is an amazing place unlike any other, with a thriving business community, an expanding population and a community deeply invested in seeing our hometown succeed. As Board Members of the CBA, it is our job to help foster this spirit of community and development, by helping our members come together and work together to share our resources in order to promote this place we all love.

With so much development happening your participation in our future growth is essential. Our Board is committed to serving our membership, but cannot do this alone, **we need active and engaged members working together** and setting our sights on a shared vision to drive the CBA's work. It is our hope that you will not only renew your membership or join for the first time, but also take part in shaping the future of the Association! Please attend meetings, join one of our committees, sign up for a 'spring planting' event, or join in the fun and help our events' committees work on *Callicoon County Fair*, *Callicoon Artwalk 2022* or *Dickens on the Delaware*! We encourage you to invite your friends, family and neighbors to join the CBA as we work together to make our hamlet stronger!

Much has been accomplished in 2021 and we have many initiatives that we look forward to continuing, such as Beautification, expanded Marketing Initiatives, Annual CBA Events, the Callicoon Train Depot Project and new opportunities for increased exposure and partnerships that may leverage additional resources and reach a larger audience for our hamlet and members.

#### **Benefits of Membership:**

- ❖ Join the conversation! An invitation to attend and vote at General Meetings.
- ❖ Promotion through our Social Media Platforms\*: [f /CallicoonNewYork](https://www.facebook.com/CallicoonNewYork) + [@VisitCallicoon](https://www.instagram.com/VisitCallicoon)
- ❖ Listing in our Member Directory on [www.VisitCallicoon.com](http://www.VisitCallicoon.com) and hamlet way-finding maps\*
- ❖ A FREE Booth for your business at the *Callicoon Country Fair*. \*
- ❖ Benefits from our radio, print and promotional advertising. \*
- ❖ Opportunities to participate in CBA Co-operative Advertising campaigns. \* [In 2021, CBA contributed \$7K+ toward institutional advertising promoting Callicoon, in print, on the radio, on the web & on social media]
- ❖ A **20% Off Coupon** on All Plants & Trees at **AGWAY / Delaware Valley** [single use. exp 7.31.22]
- ❖ Strong Relationships with Local Media Outlets and the Sullivan Catskills Visitors Assn. to promote Callicoon – thus giving us expanded coverage in addition to our paid advertising. \*
- ❖ Advocacy with Municipalities, Regional Organizations & Chambers of Commerce in neighboring Hamlets.\*

\*Value-added Business Membership Benefits

Thank you in advance for your support,

#### **The 2022 Callicoon Business Association Executive Board**

*Nicole Vallance, President*  
*Rosie DeCristofaro, Vice President*  
*Tom Dent, Co-treasurer*  
*Tanyia Vannatta, Co-treasurer*  
*Lily Smith, Secretary*

*Gina Fenton, Executive Board Member*  
*Tom Freda, Executive Board Member*  
*Claire Marin, Executive Board Member*  
*Fred Stabbert III, Executive Board Member*



## 2022 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**