



OUR ANNUAL MEMBERSHIP DRIVE (A 3-Minute Read)

To our current members...now's the time to renew your membership (**10% off annual dues if you renew before 12/31/21**). With your renewal, you can take immediate advantage of our limited and coveted brochure advertising opportunities.

To our new or new-again members...join us for the 2022 season! Enjoy the 10% discount off annual dues if you join before 12/31/21.

The goal of SDABA is to have 100% membership. SDABA is the umbrella under which we can all work together as a team towards a stronger community. We want *every* business in the Saugatuck-Douglas area to feel compelled towards a team mentality through membership. The services we provide uniquely fill a need in our towns. Membership is less than a dollar a day.

All the work done by SDABA is done by a six-member volunteer board of your peers and one part-time employee. Membership dues account for 60% of our budget. It is by far our most important revenue stream, and for you, it's less than a dollar a day.

We have and will continue to boast on all the values of membership, but we'd like to primarily focus on the essentials that we provide: **important FREE community events and our map guide...50K maps distributed across 4 states**. These are things that all the local businesses, members or not, benefit from. With that, SDABA already assists 100% of the businesses. Please take this opportunity to be an active part of the community and help us obtain 100% membership. The Saugatuck-Douglas community is GREAT on so many levels. Saugatuck-Douglas deserves a business association that is properly funded and maintained. That can happen for less than a dollar a day.

Here's where this year's letter is different. If you, as a business owner, are having a hard time seeing the value of joining SDABA, let us know *why*, and *let us help*. We've purposely signed this letter as a board, complete with our contact information. Please, reach out to any of us personally. As a board, our collective businesses cover the 'big three' in a tourist town: places to shop, stay and eat/drink—we can relate.

Finally, if you want a say in where that money goes, if you want a say in what these events look and feel like, or if you want to help design the yearly map brochure...YOU CAN DO THAT. We would love to add a few willing and able candidates to our board. Again, our contact information is at the bottom of this page. Reach out to any one of us and we'll make sure someone talks to you ASAP.

CALL TO ACTION

- 1. Renew your membership online today at SAUGATUCKDOUGLAS.COM/SHOPPING, or**
- 2. Get us a check for \$270 (after 12/31, it's \$300)**
 - Mail to: SDABA, PO Box 221, Saugatuck, MI 49453**
 - Call SDABA at 269.857.1626, and we'll have someone pick it up.**

We can't wait to work with you in 2022. Talk soon.

Signed,
The SDABA Board of Directors