



RIVER DISTRICT ALLIANCE

The Voice of Downtown Fort Myers

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## MEMBERSHIP INTRODUCTION

Future Member:

Thank you for your interest to join and be a part of the continued renaissance of the historic downtown Fort Myers River District!

The River District Alliance (RDA) is your non-profit merchants association that works to promote and enhance the continued development of the historic downtown as a hub of economic, social, and cultural activity. Led by a volunteer Board of Directors, all of whom are either business owners, property owners, or representatives of a River District organization, our focus remains consistent in growing and enhancing the success of downtown.

As a collective group, the RDA hosts more than 50 free & family friendly events year round for the benefit of downtown, with each event being chaired by a member of the Board and supported as needed by our great group of volunteer business members.

*A few highlights to note in joining the RDA:*

- The RDA offers one of the lowest membership fees of any merchant association in the State
- There is no other merchant association in the State that we have identified that provides as many events & programs as the RDA on a similar budget and with a volunteer focus
- The volunteer hours committed to the RDA equal roughly three full time career positions
- Annually, the economic impact in our community by RDA events exceeds \$4 million

*Working to better the greater good of downtown with the least cost to both the RDA and merchants, we outline the following as expectations of the RDA when joining:*

- Utilize web, social media, and print advertising (when possible) to cross-promote
- Ensure that staff are aware of events and programs, and encourage staff to sign up on the RDA website for event information: [www.fortmyersriverdistrictalliance.com](http://www.fortmyersriverdistrictalliance.com)



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- Check Facebook for last minute event and program changes and share with your fans
- Ensure that staff are aware of events and programs, and encourage staff to sign up on the RDA website for event information: [www.fortmyersriverdistrictalliance.com](http://www.fortmyersriverdistrictalliance.com)
- Display RDA promotional material on your windows, counter tops, community boards
- Read RDA e-blasts, member emails and review RDA website calendar and

We're always on the lookout for great volunteers, so if you or any of your staff or friends would like to help out we're glad to have you!

Lastly, as we work very hard to keep costs to a minimum for our membership we are always seeking sponsorships or funding options, so please keep that in mind whether you are looking for greater promotion yourself, or as you may learn through your routine business contacts.

We look forward to having you as a part of the River District Alliance!

Sincerely,

A handwritten signature in black ink, appearing to read 'Jared Beck', written in a cursive style.

Jared Beck | Administrator, River District Alliance  
[www.fortmyersriverdistrictalliance.com](http://www.fortmyersriverdistrictalliance.com)  
[riverdistrictevents@gmail.com](mailto:riverdistrictevents@gmail.com)



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## MEMBERSHIP APPLICATION

Name \_\_\_\_\_

Business Name \_\_\_\_\_

Address \_\_\_\_\_

Mailing Address (if different from above) \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Web \_\_\_\_\_ Fax \_\_\_\_\_

Membership Type:

Business Owner/Rep

Property Owner

Non-Profit/Government Rep

Resident

Membership requires the applicant, property, organization or residence is within the River District. Supporter memberships are available if you do not meet the location requirement.

Are there specific ways that you would like to be involved with the River District Alliance?

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Membership Dues: \$50 annually, Partner Program Membership Also Available

Please submit your form via email to [riverdistrictevents@gmail.com](mailto:riverdistrictevents@gmail.com) or by mail to RDA, PO Box 1686, Fort Myers, Florida 33902. Please feel free to submit any correspondence through our website at [www.fortmyersriverdistrictevents.com](http://www.fortmyersriverdistrictevents.com).

Date \_\_\_\_\_ Signature \_\_\_\_\_