



MISSION: "To facilitate business retention, expansion, and new business growth on the Northside"

VISION: "To make the Northside a prime location for businesses to locate or expand"

MEMBERSHIP APPLICATION / INVOICE – 2009

NORTHSIDE BUSINESS ASSOCIATION (NBA)

NEW MEMBERSHIP _____ RENEWAL _____

Business Name: _____ Contact Person/Title: _____

Business Address: _____

City, State, Zip Code _____

Phone: _____ Fax: _____ E-mail: _____

Company Website address: _____ OK to link to our website??? _____

Type of Business/Service: _____

Are you a member of the Chamber of Commerce? Yes _____ No _____

Would you like to serve on the NBA Committee? Yes ___ No ___ If yes, please check below:

_____ NBA External Committee (To address such issues as Business Development Initiatives, Transportation, Employment, Gateways and Beautification, Government/Organization Relations, Blight and Litter)

Please list at least one issue that you would like to see addressed with the NBA: _____

MEMBERSHIP RATES:

1-5 employees - \$50/year

More than 5 employees - \$100/year

ADVERTISING: Would you like information about advertising on our website? Yes ___ No ___

Questions? Phone 381-2977, ext. 3202 or
E-mail: sdouglas@kazoochamber.com

Please make checks payable to:
NORTHSIDE BUSINESS ASSOCIATION

Mail to: **NBA**
P.O. Box 50131
Kalamazoo, MI 49005-0131

CHECK OUT the NBA Website – www.northsidebusiness.org

Date Rec'd _____ Amount \$ _____

BENEFITS OF BEING A NORTHSIDE BUSINESS ASSOCIATION MEMBER

- Networking with other business & community leaders
- Speaking with a common voice
- Advocacy for Northside issues
- Communication with local government
- Dealing with key community issues in newsletters
- Quarterly meetings that keep you connected to the community
- Chamber of Commerce membership – at a reduced rate for new members
- Collaboration on projects that enhance the Northside environment

NORTHSIDE BUSINESS ASSOCIATION SUCCESSES & ACCOMPLISHMENTS

- Actively promoted a southbound connector to the US-131 business loop
- Surveyed the condition of city streets impacting the Northside in order to help the City of Kalamazoo prioritize future road work in the area
- Formed standing committees to pursue redevelopment and rehabilitation, as well as curb blight and litter, on Northside properties
- Developed key working relationships with the City of Kalamazoo's Economic Development office to promote the Northside as an attractive place to do business
- Encouraged the employment of Northside residents to Northside businesses
- Created a forum to discuss Northside issues
- Connected with businesses and community and improved overall relationship
- Publicly recognized successful businesses and developments on the Northside
- Influenced zoning decisions on the Northside

CURRENT ISSUES IN PROGRESS

- LaCrone Park
- US-131 Bypass
- Brownfield Redevelopment