



Box 403  
Warkworth, ON  
K0K 3K0

### **Mission Statement**

"To foster economic well-being within the Greater Warkworth Area (GWA) business community through active engagement, collaboration and promotion".

# **WARKWORTH BUSINESS ASSOCIATION - WELCOME**

## **Membership Structure**

October 2022

The Warkworth Business Association (WBA) is an unregistered not-for-profit volunteer organization whose activities necessitate a membership fee to manage certain ongoing expenses such as the community webpage - [www.warkworth.ca](http://www.warkworth.ca), and the further development and execution of the goals of the organization. As well as local business development, which includes fundraising and promotional events (eg. Stack the Steps, Junk in the Trunk, Magic Under the Stars), the WBA has also been actively involved in community projects. As the village improves and develops, so does the environment for both residents and businesses.

The WBA executive and committee members are also unpaid volunteers, who are committed to leading the organization and its key community events. Membership fees are utilized to pay for the specific elements in each membership category plus the cost of development and maintenance of [www.warkworth.ca](http://www.warkworth.ca). With the three membership levels, our goal is to encourage many businesses, residents and organizations to become involved and join the WBA in meeting its goals for both business and community development.

The WBA also maintains and oversees the rental of the Warkworth Town Hall for community usage and events.

The WBA has a professional volunteer Advertising Committee, that utilizes membership fees to attract visitors to the community through the creation, production and distribution of the annual Warkworth Brochure; print, TV and radio ads co-op advertising campaigns where possible, and promotions on social media platforms. As well, in a co-operative effort, some businesses do joint marketing and finance cost-saving ventures on their own.

Residents continue to request to be added to the valuable, free Warkworth Community Email List that Brenda Partridge currently volunteers to operate on behalf of the WBA. Access to a specified number of email and Facebook posts for businesses is included as part of the Standard and Premium Membership levels. Both of these platforms reach a large audience and is very successful method of advertising for local WBA member businesses.

Membership in the WBA is open to businesses, organizations, and permanent full-time residents (proof may be required) located in Warkworth/Percy Ward. Businesses within a 20 km distance to this area may submit an application for consideration by the WBA. Campbellford has its BIA; Hastings has its Revitalization Organization; Warkworth has the WBA; and we all benefit from the Trent Hills & District Chamber of Commerce.



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## MEMBERSHIP LEVELS - 2023

### Associate Membership **\$25**

( Interested Residents )

*Includes the following benefits:*

- **Right to attend WBA meetings**
- **Right to vote at WBA meetings (one vote per membership)**
- **On WBA email distribution list**
- **Receive WBA minutes by email**
- **Postings on Warkworth Facebook Group page**
- **Receive Warkworth Community emails**

### Standard Membership **\$45**

( Businesses, Organizations or Event/Festival Committees )

*Includes the following benefits:*

- Right to attend WBA meetings
- Right to vote at WBA meetings (one vote per membership)
- On WBA email distribution list
- Receive WBA minutes by email
- Postings on Warkworth Facebook Group page\*
- Receive Warkworth Community emails

**Plus:**

- **Web Listing on [www.warkworth.ca](http://www.warkworth.ca) (Name, Address, Telephone, Business Website link)**
- **WBA Member Decal**
- **12 email broadcasts per calendar year 2023 via the Community Email List - See Page 7 for details\***

### Premium Membership **\$98**

( Businesses, Organizations or Event/Festival Committees )

*Includes the following benefits:*

- Right to attend WBA meetings
- Right to vote at WBA meetings (one vote per membership)
- On WBA email distribution list
- Receive WBA minutes by email
- Postings on Warkworth Facebook Group page\*
- Receive Warkworth Community emails

- Web Listing on [www.warkworth.ca](http://www.warkworth.ca) (Name, Address, Telephone, Business Website link)

- WBA Member Decal

**Plus:**

- **48 email broadcasts per calendar year 2023 via the Community Email List - See Page 7 for details\***
- **150 word Business description listing on [warkworth.ca](http://warkworth.ca)**
- **Links to Business Social Media**
- **Listing in the 2023 Warkworth Brochure (Application DEADLINE is December 15, 2022) - See Page 6**

\* See PAGE 7 for full details regarding the WARKWORTH GROUP FACEBOOK and COMMUNITY EMAIL information.



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## Membership Application 2023

### Associate Membership \$25

Valid January 1 - December 31, 2023

RESIDENT NAME

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MAILING ADDRESS

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PHONE

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EMAIL

---

SIGNATURE

---

DATE

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**Apply online at:**

<https://warkworth.ca/wba-members/>

**Please make Cheque payable to: WBA - Membership**

**Mail Cheque and Application Form to: WBA, Box 403, Warkworth, ON K0K 3K0**

**Cheque and Application Form can also be dropped off at: 39 Main Street, Warkworth**

**All payments must be accompanied by a completed Membership Application Form**



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## Membership Application 2023

### Standard Membership \$45

Valid January 1 - December 31, 2023

BUSINESS, ORGANIZATION OR EVENT / FESTIVAL NAME

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CONTACT NAME

---

BUSINESS MAILING ADDRESS

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---

---

PHONE

---

EMAIL

---

WEBSITE

---

FACEBOOK

---

INSTAGRAM

---

SIGNATURE

DATE

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# Membership Application 2023

## Premium Membership \$98

Valid January 1 - December 31, 2023

BUSINESS, ORGANIZATION OR EVENT / FESTIVAL NAME

CONTACT NAME

BUSINESS MAILING ADDRESS

PHONE

EMAIL

WEBSITE

FACEBOOK

INSTAGRAM

**NOTE: FOR THE 2023 WARKWORTH BROCHURE LISTING, PLEASE ALSO COMPLETE/SUBMIT PAGE 6 OF THIS DOCUMENT**

DESCRIPTION (FOR WARKWORTH.CA WEBSITE) - 150 WORDS MAX OR  USE TEXT AS CURRENTLY LISTED

Multiple horizontal lines for entering the description text.

To submit a **NEW** description or to update your current description as shown on the website, please send the text as a Word Document (.doc) or in an email to: [secretary@warkworth.ca](mailto:secretary@warkworth.ca)

The WBA Membership / Advertising Committee reserves the right to edit text for clarity/style

SIGNATURE

DATE

**Membership Application must be received and paid to participate in 2023 Brochure listing.**

**DEADLINE: December 15, 2022.**

Apply online at:  
<https://warkworth.ca/wba-members/>

Please make Cheque payable to: **WBA - Membership**  
Mail Cheque and Application Form to: **WBA, Box 403, Warkworth, ON K0K 3K0**  
Cheque and Application Form can also be dropped off at: **39 Main Street, Warkworth**

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## Warkworth Ontario Facebook Group

All WBA (Warkworth Business Association) Members in good standing may post for profit ads related to their business, organization, or event but please restrict these to **no more than one per day**.

All group members may post announcements and not-for-profit advertising and ask the group for recommendations for local businesses and services.

**No personal classified ads are allowed by anyone.** Instead, please post your classified ads to the Trent Hills Classified Facebook Group or to Warkworth Ontario Buy and Sell

*For profit advertising and classified ads posted to this group which do not meet the above guidelines will be removed without notice.*

## Warkworth Community Email

To provide information to its members and to the residents of our area, the Warkworth Business Association (WBA) sponsors a Community Email service, currently edited and managed by one of its volunteer members. With the current AntiSpam Legislation (ASL), the WBA is committed to managing this list and the items distributed through it, in a way that addresses the requirements of the legislation.

**There is no cost to be a subscriber to the Community Email List but you will be sent a permission form to be returned by email and kept on file to meet ASL standards.**

### **Sending Messages through the Community Email List (WBA Members and Non-Members)**

The WBA often gets requests to send out messages to the community. Guidelines have been established for the volunteer. Any requests that do not fall within the guidelines go to a committee for a decision.

1. Messages from members of the WBA will be distributed according to their paid level of membership (Standard, Premium, Premium Plus). *Please be aware of these limits.*
2. Any event occurring at the Warkworth Town Hall Centre for the Arts, is entitled to one complimentary promotional ad. This building is managed by the WBA.
3. Messages that are important to the members of the community/ municipality concerning safety, water, fire, road closures, etc. are posted as soon as available.
4. **Realtors:** Only listings of properties for Sale or Rent/Open House events in Trent Hills are permitted.

### **Guidelines for Community Email Messages (WBA Members only)**

Because of the wide range of technology being used by our residents to receive their messages and because of the variation of download speeds of internet services available in our rural area, it is necessary to limit the file size of what is distributed.

1. **Each email must not be more than 100kb in file size**
2. No attachments will be sent – message and any accompanying graphics will be imbedded in body of message by the Community Email editor.
3. File size of graphics must be small and will be used just as a compliment to the email message.  
***Important information (such as the event name, time, location, cost, etc) must appear in the body of the email and not just on the accompanying graphic.***
4. Graphics are preferred in .jpg format and sent as an attachment to the editor, who will do the inserting. Graphics sent in .pdf format require extra work to prepare and may cause delays in message going out.

The WBA reserves the right to qualify any email before broadcast

**IMPORTANT  
INFORMATION**  
  
**PLEASE READ  
CAREFULLY**