



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

Membership Structure

November 2018

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, and the further development and execution of the goals of the organization. As well as local business development, this includes the fundraising projects (e.g. Warkworth Art in the Park and the Warkworth Long Lunch) beneficial to the community, such as Warkworth’s past revitalization plan. As the town improves and develops, so does the environment for both residents and businesses.

The WBA has a professional volunteer advertising committee and over the years it has supported all businesses by attracting visitors to the community through Warkworth’s very professional brochures, print, TV and radio ads to name a few. Warkworth has truly become a “destination”. From time to time we have participated in ads with the Trent Hills & District Chamber of Commerce that have resulted in lower costs for the participants. The WBA campaigns are funded by the small businesses participating here in town.

The WBA executive and committee members are also unpaid volunteers, who are committed to leading the organization and its key community events. Any membership fees will be utilized to pay for the specific elements in each membership category plus the cost of development and maintenance of www.warkworth.ca. With the four membership levels, our goal is to encourage many residents/organizations to be involved and join the WBA in meeting its goals for community development.

Residents continue to request to be added to the valuable, free Community Email List that Brenda Partridge currently volunteers to operate on behalf of the WBA. Access to a limited number of email posts for businesses is now included as part of the Standard, Premium, and Premium Plus Membership levels.

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. [Please see Page 8]. Campbellford has its BIA; Hastings has its Chamber of Commerce; Warkworth has the WBA; and all of us benefit from the Trent Hills & District Chamber of Commerce.



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MEMBERSHIP LEVELS

Associate Membership \$25 - (Businesses or Events/Festival Committees or Interested Residents)

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

Standard Membership \$45 - (Businesses or Event/Festival Committees)

- Right to attend WBA meetings
- Right to vote at WBA meetings (one vote/membership)
- On WBA email distribution list
- Receive WBA minutes by email
- **Web Listing on www.warkworth.ca
(Name, Address, Telephone, Website link)**
- **WBA Member Decal**
- *Postings on Warkworth Facebook Group page
- ****12 email broadcasts per calendar year 2018 on Community Email List**

Premium Membership \$98 - (Businesses)

- Right to attend WBA meetings
- Right to vote at WBA meetings (one vote/membership)
- On WBA email distribution list
- Receive WBA minutes by email
- Web Listing on www.warkworth.ca
(Name, Address, Telephone, Website link)
+ full business description and image
- WBA Member Decal
- *Postings on Warkworth Facebook Group page
- ****24 email broadcasts** per calendar year 2018 on Community Email List
- **Listing in Warkworth Brochure (DEADLINE December 15, 2017)**
- **Links to Facebook/Twitter**

Premium Plus Membership \$148 - (Businesses)

- Right to attend WBA meetings
- Right to vote at WBA meetings (one vote/membership)
- On WBA email distribution list
- Receive WBA Minutes by email
- Web Listing on www.warkworth.ca
(Name, Address, Telephone, Website link)
+ full business description and image
- WBA Member Decal
- *Postings on Warkworth Facebook Group page
- ****24 email broadcasts** per calendar year 2018 on Community Email List
- Listing in Warkworth Brochure (**DEADLINE December 15, 2017**)
- Links to Facebook/Twitter
- ****Access to 104 additional e-mail broadcasts on the Community Email List. (to be used within the calendar year 2018)**



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Membership Application 2018

Associate Membership \$25

BUSINESS / FESTIVAL / EVENT NAME / RESIDENT NAME

BUSINESS MAILING ADDRESS

PHONE

EMAIL

SIGNATURE

DATE

Associate Membership (Businesses or Events/Festival Committees or Interested Residents)

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

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:
Centre and Main Chocolate Company, 50 Centre Avenue, Warkworth.
Attention: Yves Thomas, Membership

ALL PAYMENTS MUST BE ACCOMPANIED BY A COMPLETED APPLICATION FORM



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Membership Application 2018

Standard Membership \$45

BUSINESS OR EVENT / FESTIVAL NAME

CONTACT NAME

BUSINESS MAILING ADDRESS

PHONE

EMAIL

WEBSITE

SIGNATURE

DATE

Standard Membership (Businesses or Event/Festival Committees)

- Right to attend WBA meetings
- Right to vote at WBA meetings (one vote/ membership)
- On WBA email distribution list
- Receive WBA minutes by email
- Postings on Warkworth Facebook Group
- **Web Listing on warkworth.ca (Name, Address, Telephone, Website link)**
- **WBA Member Decal**
- ***12 email broadcasts per 2018 calendar year on Community Email List**

* The WBA reserves the right to qualify any email before broadcast

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Membership Application 2018

Premium Membership \$98

BUSINESS NAME _____

CONTACT NAME _____

BUSINESS MAILING ADDRESS _____

PHONE _____

EMAIL _____

WEBSITE _____

FACEBOOK _____

TWITTER _____

NOTE: FOR WARKWORTH BROCHURE LISTING, PLEASE ALSO COMPLETE AND SUBMIT PAGE 7 OF THIS DOCUMENT

DESCRIPTION [FOR WARKWORTH.CA WEBSITE] - 150 WORDS MAX OR USE 2017 TEXT AS CURRENTLY LISTED

SIGNATURE _____ DATE _____

- Premium Membership (Businesses)
- Right to attend WBA meetings
 - Right to vote at WBA meetings (one vote/ membership)
 - On WBA email distribution list
 - Receive WBA minutes by email
 - Postings on Warkworth Facebook Group
 - Web Listing on warkworth.ca (Name, Address, Telephone, Website link, **Image**)
 - **+ full business description**
 - WBA Member Decal
 - **Warkworth Facebook postings**
 - ***24 email broadcasts** per calendar year 2018 on Community Email List
 - **Listing in Warkworth Brochure**
 - **Links to Facebook/Twitter**
- * The WBA reserves the right to qualify any email before broadcast

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

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

Membership Application must be received and paid in order to participate in Brochure listing. DEADLINE December 15, 2017.

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Membership Application 2018

Premium Plus Membership \$148

Premium Plus Membership (Businesses)

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BUSINESS NAME _____

CONTACT NAME _____

BUSINESS MAILING ADDRESS _____

PHONE _____

EMAIL _____

WEBSITE _____

FACEBOOK _____

TWITTER _____

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ALL PAYMENTS MUST BE ACCOMPANIED BY A COMPLETED APPLICATION FORMS



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WARKWORTH BUSINESS ASSOCIATION

Application for Membership - NON RESIDENT 2018 (Outside Warkworth/Percy Ward)

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.

This form required for Standard, Premium, and Premium Plus membership applications only.

BUSINESS NAME _____

CONTACT NAME _____

PLEASE ALSO SUBMIT THE MEMBERSHIP FORM APPLICATION FROM EITHER PAGE 4, 5 OR 6; AND PAGE 7 (IF APPLICABLE) ALONG WITH THIS PAGE.

REASON FOR REQUEST TO JOIN THE WBA?

WHAT CAN YOUR BUSINESS CONTRIBUTE TO THE WBA?



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***Warkworth Facebook Group**

All WBA (Warkworth Business Association) Members in good standing may post for profit ads related to their businesses, 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 at <https://www.facebook.com/groups/264294060265105/>

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

Sending Messages through the List

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)
2. Any event that is happening at the Warkworth Town Hall Centre for the Arts, is entitled to one complimentary ad, if the hosts are paying rent. This building is managed by the WBA.
3. One complimentary broadcast and one possible reminder of local fund-raising events being held by charities and non-profits of the Warkworth area is permitted. Many local organizations join the WBA to take full advantage of this marketing tool.
4. Messages that are important to the members of the community/ municipality to do with safety, water, fire, road closures, etc. are posted as soon as available.
5. **Realtors:** Only listings of properties for Sale or Rent/Open House events in Warkworth are permitted.

Guidelines for Messages

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 will not be more than 100kb
2. No attachments will be sent - message and possible graphics* will be imbedded in body of message
3. *Physical size of graphics will be small and will be used as a compliment to the message
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