



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

October 2019

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, which includes fundraising (eg. Warkworth Eat in the Park) and promotional (eg. Magic Under the Stars) events, the WBA is also actively involved in community projects such as Warkworth's on-going revitalization (eg. 2-Phase Expansion Lilac Millennium Trail). As the town 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. 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.

The WBA has a professional volunteer advertising Committee, that utilizes membership fees to attract visitors to the community through Warkworth's very professional brochures, print, TV and radio ads. All businesses are supported as Warkworth has become a 'destination'. 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 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 Revitalization Organization; 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 - (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**
- **Receive Warkworth Community emails**

Standard Membership \$45 - (Businesses, Organizations 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 page
- Receive Warkworth Community emails
- **Web Listing on www.warkworth.ca
(Name, Address, Telephone, Website link)**
- **WBA Member Decal**
- **12 email broadcasts per calendar year 2020 on Community Email List - See Page 9**

Premium Membership \$98 - (Businesses, Organizations 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 page
- Receive Warkworth Community emails
- Web Listing on www.warkworth.ca
(Name, Address, Telephone, Website link, website description)
- WBA Member Decal
- **24 email broadcasts per calendar year 2020 on Community Email List - See Page 9**
- **Listing in the 2020 Warkworth Brochure (Application DEADLINE is December 15, 2019) - See Page 7**
- **Links to Facebook/Twitter**

IMPORTANT

Premium Plus Membership \$148 - (Businesses, Organizations 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 page
- Receive Warkworth Community emails
- Web Listing on www.warkworth.ca
(Name, Address, Telephone, Website link, website description)
- WBA Member Decal
- 24 email broadcasts per calendar year 2020 on Community Email List - **See Page 9**
- **Listing in the 2020 Warkworth Brochure (Application DEADLINE is December 15, 2019) - See Page 7**
- Links to Facebook/Twitter
- **Access to 104 additional e-mail broadcasts on the Community Email List. (to be used within the calendar year 2020) - See Page 9**

IMPORTANT



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Membership Application 2020

Associate Membership \$25

RESIDENT NAME _____

MAILING ADDRESS _____

PHONE _____

EMAIL _____

SIGNATURE _____ DATE _____

Associate Membership
(Interested Residents)

- **Right to attend WBA meetings**
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(one vote/ membership)
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- **Receive WBA minutes by email**
- **Postings on Warkworth Facebook Group**
- **Receive Warkworth Community emails**

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:
Winker's Nook, 39 Main Street, Warkworth

ALL PAYMENTS MUST BE ACCOMPANIED BY A COMPLETED APPLICATION FORM



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Membership Application 2020

Standard Membership \$45

BUSINESS, ORGANIZATION OR EVENT / FESTIVAL NAME _____

CONTACT NAME _____

MAILING ADDRESS _____

PHONE _____

EMAIL _____

WEBSITE _____

SIGNATURE _____ DATE _____

Standard Membership
(Businesses
Organizations or
Event/Festival
Committees)

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- **Web Listing on warkworth.ca (Name, Address, Telephone, Website link)**
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* The WBA reserves the right to qualify any email before broadcast

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BUSINESS, ORGANIZATION OR EVENT / FESTIVAL NAME

CONTACT NAME

BUSINESS MAILING ADDRESS

PHONE

EMAIL

WEBSITE

FACEBOOK

TWITTER

NOTE: FOR WARKWORTH BROCHURE LISTING, SEE PAGE 7 OF THIS DOCUMENT

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

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

SIGNATURE _____ DATE _____

Membership Application must be received and paid to participate in Brochure listing. DEADLINE December 15, 2019.

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Membership Application 2020

Premium Plus Membership - \$148

- Premium Plus Membership**
(Businesses Organizations or Event/Festival Committees)
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BUSINESS, ORGANIZATION OR EVENT / FESTIVAL NAME

CONTACT NAME

BUSINESS MAILING ADDRESS

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2020 WARKWORTH BROCHURE LISTING

- TO BE INCLUDED IN THE 2020 BROCHURE, PLEASE SUBMIT YOUR APPLICATION BY THE DECEMBER 15, 2019 DEADLINE.**
- 10,000 copies, full colour, 2 sided, multi-panel brochure incorporating business listings, event listings, map, and selected images.
- Distributed beginning March 2020 to local residents, retailers, and businesses.
- Distribution to tourist info centres, Chamber of Commerce(s), etc.
- Brochure will be included on the Warkworth Web Site in a downloadable PDF format.
- Listing on the large Directory Sign on Main Street and Warkworth Arena Indoor sign.

WARKWORTH 2020 BROCHURE LISTING

BUSINESS NAME: _____

PLEASE USE THE SAME INFORMATION FROM 2019 BROCHURE

NEW APPLICATIONS or TO UPDATE BROCHURE LISTING

[For Format see **SAMPLE below**] Limited to 5 lines of Text.

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

- | | | |
|---|--|---|
| LISTING CATEGORY (SELECT 1 ONLY) | <input type="checkbox"/> PERFORMING ARTS | <input type="checkbox"/> AGRICULTURE / HORTICULTURE |
| <input type="checkbox"/> SERVICES | <input type="checkbox"/> SHOPS, GALLERIES, ARTISTS, & ANTIQUES | <input type="checkbox"/> BEAUTY AND WELLNESS |
| <input type="checkbox"/> FOOD AND DINING | <input type="checkbox"/> ACCOMMODATIONS | <input type="checkbox"/> MEDICAL AND HEALTH |
| <input type="checkbox"/> RECREATION | <input type="checkbox"/> REAL ESTATE | |

PLEASE PRINT CLEARLY

LINE 1: BUSINESS NAME

LINE 2: DESCRIPTIVE

LINE 3: DESCRIPTIVE

LINE 4: BUSINESS ADDRESS **AND/OR** PHONE

LINE 5: WEBSITE **OR** EMAIL

SAMPLE

1	T	h	e	B	a	k	e	r	y																			
2	D	e	l	i	c	i	o	u	s	,	d	e	l	e	c	t	a	b	l	e	,							
3	p	a	s	t	r	y	,	p	a	s	t	a	,	c	h	e	e	s	e	,	a	n	d	m	o	r	e	.
4	1	2	3	M	a	i	n	S	t	r	e	e	t	0	0	0	-	0	0	0	-	0	0	0	0			
5	w	w	w	.	b	a	k	e	r	y	.	c	o	m														

ALL PAYMENTS MUST BE ACCOMPANIED BY A COMPLETED APPLICATION FORM



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WARKWORTH BUSINESS ASSOCIATION

Application for Membership - 2020

(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 _____

TELEPHONE / EMAIL _____

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?



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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 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. Non-member charities/non-profits, in the Warkworth area, may request one complimentary, brief, TEXT-ONLY email broadcast, and potential reminder of local fund-raising events. **Maximum - 4 emails annually.** Most local organizations join the WBA to take advantage of the Standard Membership 12 email broadcasts annually.
4. Messages that are important to the members of the community/ municipality concerning 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 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**