

JOIN THE BUSINESS ASSOCIATION OF THE SOUTH WEDGE AREA (BASWA)



WHO WE ARE: We are a 501c6 non-profit merchant association comprised of business owners and residents of the South Wedge area of Rochester, New York. We were founded in 2003 with the mission of improving the commercial district on behalf of the business owners in the area. There are eight people on our board of directors, all of whom live in the South Wedge area neighborhoods. We are also SWANC, a 501c3 non-profit, our mission is to provide charitable, educational, and cultural projects and events to the South Wedge area.

WHAT WE DO: Our mission has developed into a broader one that includes promotion of the South Wedge area through group advertising, public art, beautification, and cultural events in the commercial districts of South Avenue, Gregory Street, and Mt. Hope Avenue. We also maintain and install street banners, benches, planters, and other streetscape enhancements. We have two websites that we maintain, www.baswa.org for business owners and www.southwedge.com for community residents and visitors. The latter site is a business directory site that features all businesses within our service area.

WHAT IS OUR SERVICE AREA: Our service area is located primarily on the commercial strips of South Avenue from Byron Street to Highland Avenue, Mt. Hope Avenue from Byron Street to Highland Avenue, S. Clinton Avenue from Byron Street to Gregory Street, and Gregory Street. We welcome any businesses within this area or in the surrounding areas to join us; however our projects will most often be focused within this service area. We have expanded these boundaries slightly on our website, www.southwedge.com, to include the southern portion of South Clinton Avenue to Goodman Street, in order to accommodate some additional business listings to enhance the usability of the website.

WHEN DO WE MEET: We meet on the second Wednesday of every month at 6:00 PM at the BASWA Office, located in the Odd Fellows Lodge at 357 Gregory Street. We communicate primarily via email; sending out meeting notices, project updates, promotional opportunities, and information and news from area businesses, neighborhood groups, and city hall several times each month.

HOW MUCH DOES IT COST: BASWA memberships are renewed annually and run on from January 1st through December 31st. Membership dues are \$100 for commercial businesses or property owners and \$50 for non-profit businesses or community residents. You may join BASWA at any time during the year however; we prorate memberships on a monthly basis by deducting \$8.33 for each month past. If you join after July 1st, your membership dues must include the following year's dues. For example, if you join September 15th your membership will begin October 1st and your membership fee will be \$24.99 for the current year + \$100 for the following year and will expire December 31st of the following fiscal year. So your amount due will be \$124.99.

BENEFITS OF MEMBERSHIP: Besides the intangible but vitally important outcome of helping us to beautify and promote the South Wedge area through marketing, events, landscaping, and streetscape enhancements, we also offer the following benefits to members:

- **25% Discount –South Wedge Quarterly advertising**
- Discounted Membership - Visit Rochester
- **Free** Real Estate Postings - southwedge.com
- **Half-Price** Advertising on Clock Tower
- **Discounted** Advertising – South Wedge Quarterly, City Newspaper & The Wedge Newspaper
- 25% Discount - Swedge Shop merchandise (excluding consignments)
- Wholesale case prices - Swedge Shop
- \$15 Swag Bags - Swedge Shop (regular price \$25)

HOW DO I JOIN: Fill out the form below and mail it or drop it off to the address below with your membership dues in the form of cash or check made out to BASWA. We will email you a paid invoice upon receipt of this and you will be added to our distribution list to receive our email notifications and you will be eligible for all member benefits. A board member will contact you to get your business set up on www.southwedge.com and we hope you'll join us at meetings and participate in our projects.

The address to mail or drop off your membership dues and the form below:

Business Association of the South Wedge Area
357 Gregory Street, Rochester, NY 14620

BASWA Membership Application & 30 Second Survey

Please return this with your membership renewal so we can update our records and websites

(WWW.BASWA.ORG and WWW.SOUTHWEDGE.COM)

Business name			
Address			
Website			
Business Phone		Business Hours	
Social networks your business uses			
Contact person <i>(for BASWA use only)</i>			
Contact phone <i>(for BASWA use only)</i>		Do you offer free wi-fi?	
Contact email <i>(for BASWA use only)</i>			
Additional staff emails to add to the baswa email list?			

Answer as many or as few as you like to help us serve you better.	
Which local media do you feel attracts/could attract customers to your business that BASWA should consider using:	
Would you be interested in participating in the Holiday Merchant Festival "It's A Wonderful Life"?	
Are you interested in learning more about advertising in the South Wedge Quarterly?	
What project that would benefit your business would you like BASWA to consider?	
What topics or guest speakers would you like us to include at meetings and seminars?	
Would you be interested in setting up a tent or table at a BASWA event?	

Would you be interested in attending small business seminars organized by BASWA?	
Would you be interested in sponsoring a band at a BASWA event?	
Would you be interested in a street festival for South Avenue in 2014?	
Would you like some SW Business Brochures to distribute at your business?	
Would you like to distribute the South Wedge Quarterly at your business?	
Would you be interested in advertising in future issues of the South Wedge Quarterly?	
Would you be interested in donating an item to BASWA to raffle at an event?	
Do you have any skills you would like to donate to BASWA in the following areas (circle):	
Web/Graphic Design Legal Financial/Quickbooks Other:	