

What Can BASWA Offer Your Business?

FREE Resources:

- **WEBSITE:** The www.southwedge.com website receives thousands of visitors each month. Have you claimed and populated your business posting yet? Is your business listed yet? This is free for all South Wedge area businesses. Email us at info@baswa.org to request one of our volunteers help you set up your listing. We can also help you get photos of your business to post on the site.
- **SOUTH WEDGE QUARTERLY:** Published five times annually, every issue affords all local businesses several free promotional opportunities. Send photos of merchandise for possible inclusion on the Style page, (we can even photograph the items for you for free); send us your events info for inclusion in our Updates or Bulletin Board pages; submit articles & stories for possible inclusion. We also feature multiple businesses in each issue.
- **FACEBOOK:** Use the baswa facebook page to post your business events and information.
- **GRANTS:** Use the link on the baswa.org website resources page to access the application for Small Business Grants administered by the City of Rochester.
- **BUSINESS DIRECTORY:** We publish a brochure of the neighborhood commercial businesses, with a map and list of all businesses. There is a link on the www.baswa.org website to see if your business information is listed and accurate. If your business info needs updating please email info@baswa.org or drop off your info to us at a baswa meeting.
- **BUSINESS COUNSELING RESOURCES:** We can provide you with access to a variety of professionals to help you with business planning including marketing, legal, financial, labor, and insurance issues. Email info@baswa.org or come to a baswa meeting for more information.
- **BUSINESS SUPPORT:** BASWA board members are available to meet with you to talk about your business privately and confidentially. If you are having problems and are uncertain where to go next we can help you plan a strategy to address your issues.
- **MONTHLY MEETINGS:** Come to a meeting to learn about our projects and events which always offer opportunities for you and your business to get involved. Meet other business owners, network, and help brainstorm, every meeting offers you these opportunities which in turn can help you grow your business.

Additional Resources:

- **City Newspaper Subsidized Advertising:** Member businesses received a reduced price on advertising in City Newspaper on the South Wedge page.
- **South Wedge Quarterly:** Member businesses receive 25% off advertising in the South Wedge Quarterly which is distributed throughout the greater Rochester area. Ads start at \$49.
- **Promotional Sponsorships:** Events such as the Harvest Hootenanny, Third Thursdays, and It's A Wonderful Life offer a variety of sponsorship levels and your business will be included in many different event promotions.

BASWA Mission: The purpose of the Business Association of the South Wedge Area is to promote the common interests of and improve business conditions generally in the area of Rochester, New York, commonly known as the South Wedge.

We meet every month and our meetings are open to all. Come meet other business owners and learn about opportunities and projects that could impact your business.

Your BASWA Board: Chris Jones, Karrie Laughton, Philip Duquette, Jim Wolff, Rose O'Keefe, Bob Criddle, Deb Zakrzewski. Interested in joining the board? Please contact Chris Jones for details at chris@historichouseparts.com or 305-4354.