

Rediscover ANOKA

SHOP. EAT. PLAY. STAY.

2010–2011 Membership Information

What is Rediscover Anoka?

Rediscover Anoka was organized for the purpose of advancing the commercial well-being of businesses located in Anoka, by promoting the city of Anoka and developing marketing programs designed to attract people to Anoka.

What about meetings?

Meetings are held on the second Tuesday of every month at 8:00 a.m., in the Halsey Meeting Room at the Anoka Area Chamber of Commerce.

How much does it cost?

Membership dues are \$25 per month. Members who have multiple businesses with multiple phone numbers pay \$25 per business per month.

Rediscover Anoka also charges additional fees for most of the promotions it organizes. You don't have to be a member to participate, but members receive discounts on promotional fees.

Current promotions include (additional promotions may be added from time-to-time):



Second Thursday of each month, May through October



Annually, traditionally the first weekend in May



Annually, traditionally the third weekend in July



Annually, the Friday after Thanksgiving through the Saturday before Christmas

What are the benefits of being a member?

Promotions: Rediscover Anoka members receive a 10% discount on promotional fees. In addition, Rediscover Anoka creates opportunities for cross-promotion with other member businesses.

Your membership also entitles you to **free participation** in Rediscover Anoka's **Girls' Night Out promotion** (details to come), for which you will receive:

- A full-color poster
- Online listing of your GNO events and specials
- Promotional flyers for distribution

Advertising: Rediscover Anoka was founded for the purpose of pooling advertising resources in order to establish a greater presence for the city of Anoka and its merchants. As a member, your dues and fees will be combined with those of other members to promote shopping in Anoka.

Website: Rediscover Anoka has a brand new website (www.rediscoveranoka.com) complete with a business directory, blog, current news, calendar of events, and more. As a member, you will receive:

- Free listing inclusion as a "featured area business."
- Listing as a "Featured Business" in the directory, including a "pop-up" window with a brief description of your business, contact information, image, and link to your website, all exclusive to members. (Non-members will be able to list their businesses on the site, but will not receive the expanded listing given to members.)
- In addition, you will also receive random rotation in a "Featured Business" promotion on various pages on the website.
- Free listing of your special events on our "Special Events" calendar, exclusive to members.



Shopping Guide: Free featured listing in the Anoka Shopping Guide

E-Newsletter: Rediscover Anoka sends an e-newsletter to 2,800 subscribers each month (and counting), letting them know what's going on in Anoka. As a member, you will receive:

- One free feature article per year
- One free advertisement or coupon per year
- Free promotion of your special events and sales
- Listing as a member business, including link to your website

In addition, you will receive a **window cling** promoting your membership (coming soon!) and a **membership badge** for your website. Rediscover Anoka also hopes to launch a **member-to-member discount program** in the coming months!

One of the biggest benefits of membership, however, is the feeling that comes from banding together with other merchants who are just as passionate about the success of their businesses as you are!