



INDEPENDENCE
SQUARE
ASSOCIATION

2015

Membership Guide
and Application



INDEPENDENCE
SQUARE



SHOP



DINE



UNWIND

theindependencesquare.com



The Independence Square Association
202 W. Maple Avenue
Independence, MO 64050
www.theindependencesquare.com

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WHAT IS THE INDEPENDENCE SQUARE ASSOCIATION?

The mission of the ISA is to support its members and promote the overall welfare of the Independence Square. One of the ISA's main activities is coordinating economic vibrancy and preserving this unique renovated and renewed business district with concerted efforts between property owners, the City of Independence, Jackson County, the National Parks Service, and other entities. The ISA works diligently every day to keep loyal patrons coming back, while constantly attracting new visitors to our area. The 2015 ISA Board of Directors remains focused on marketing the Square to patrons of all types. Therefore, the ISA will use available resources to promote the Square as a whole, and the individual events of its members. In addition, the ISA will promote events that are planned and executed by other entities that meet the marketing needs of the majority of its members.



2015 SQUARE EVENTS

The ISA will promote the following Square Events in 2015:

- February - Valentine Event
- March - Snack, Shop and Stroll on the Square
- April - Girls Day Out - draws 200+ women
- May - Truman Trunk Sale & Pancakes with Harry
- June - Art & Wine Walk - 5th annual, draws 300 + men and women
- June thru August - Moonlight Movies (produced by McClain Enterprises)
- July- Up Dog Hot Dog Eating Contest, Dog Days of Summer Sale
- September - Santa-Cali-Gon Days & - Girls Night Out - annual event, attended by 300 women
- October - Ghost Tours - draws both men & women - *the ISA receives a portion of the ticket sales*
- October - *New!* maSQUAREade Gala Fundraiser Event
- October - Witch Walk and 67th Annual Halloween Parade, annual event, attended by 3000 + in 2014
- November - Holiday Open House & Holiday Lighting Ceremony- attended by 500+ men, women & children
- December - Holiday shopping

WHY JOIN?

- Your support directly funds programs to improve economic vibrancy and preserve the unique character of the Square.
- To support unified and consistent marketing and special events hosted on the Square as a whole.
- Access to resources and information to help your business.
- Partnerships with the City of Independence, Jackson County, and Independence Chamber of Commerce and Independence EDC and many other Independence organizations.



Want to get involved?
 Want to meet other Square
 business owners?
 Want to be a part of a network of
 committed individuals?

JOIN THE ISA!

2015 ISA Membership Application

Membership Benefits	PLATINUM \$1000	GOLD \$500	SILVER \$350	RETAIL \$200	NON-PROFIT \$100
Four (4) Free Quarterly Breakfasts	X	X	X	X	X
Group Advertising - Visitors Guide, Facebook, Twitter, Newspapers, Posters, Websites	X	X	X	X	X
Square Connection Weekly Newsletter Subscription	X	X	X	X	X
Membership, accounting, & other administrative duties for ISA	X	X	X	X	X
Representation with city entities, Indep. Chamber of Commerce, Jackson County	X	X	X	X	X
FREE Listing in Marketing Brochure/Map	X	X	X	X	X
Independence Square Website Maintenance	X	X	X	X	X
FREE listing, link & contact info on Square website	X	X	X	X	X
Provide Square Gift Certificates to patrons- valid at all ISA member businesses	X	X	X	X	X
Participation in ISA Sponsored Events	X	X	X	X	X
"Square Updates" to keep you informed and involved	X	X	X	X	X
Blogging Opportunities on Square website	X	X	X	X	X
Supporting Event Sponsor (1) Desired Event: _____	X	X	X		
Ability to send special offers via email to patrons who opt-in on the website	X	X	X		
Membership Breakfast Sponsorship - one (1) Month: _____	X	X			
Become featured in a custom Trip Planner Itinerary	X	X			
Marketing Space on Website (Home Page Banner for one (1) month)	X	X			
Presenting Event Sponsor (1) Desired Event: _____	X				
Event Sponsorships - Girls Day Out, Girls Night Out, Ghost Tours, Shop & Stroll, Holiday Open House, Truman Day, Valentine event, Wine Walk NOTE: Event Sponsorships are based on availability; on a first come first serve basis					

Platinum - \$1000 Gold - \$500 Silver - \$350 Retail - \$200 Non-Profit - \$100

Friend of the Square - \$50

- For individuals who want to support the Square
- Name on website and one (1) free admittance to any Square event (excludes maSQUAREade Gala) Event: _____

Corporate Sponsor - \$250

- For businesses that want to support & contribute to the vitality of the Square
- Business name or logo listed on website and two (2) free admittances to any two Square events (excludes maSQUAREade Gala) Event: _____

PLEASE LIST BUSINESS NAME AS YOU WOULD LIKE IT TO APPEAR ON ALL SQUARE MARKETING MATERIALS.

Business Name _____ Contact Name _____

Address _____ Phone _____ Alternate Phone _____

E-mail _____ Website _____

For questions contact Mikealene Evans
 Phone - 816-461-0065
 E-mail - independencesquare@att.net
 Website - www.theindependencesquare.com

Please return this form along with a check for membership to:
 Independence Square Association
 202 W. Maple Avenue
 Independence, MO 64050

*Thank you for supporting the
 Independence Square Association!*

For internal use only:
 Application received _____ Check No. _____ Amount: _____