



MONONA EAST SIDE BUSINESS ALLIANCE

connections start here

YOUR INVITATION TO JOIN

MononaEastSide.com/join

TOP REASONS TO JOIN

▶ BELONG

As a member, you are instantly recognized as a credible, engaged member of the business community, committed to improving our economic future and sustaining our quality of life. You'll also be working with an alliance of other members dedicated to propelling the Monona East Side community forward.

▶ GROW

Gain referrals to grow your business from staff and fellow members—we only refer members! Members by from members first and refer other members. You'll also have numerous opportunities to meet fellow Alliance members and make important connections that will help you grow your business.

▶ PROMOTE

We will list and promote your business online and offline. Dollar-for-dollar, your membership will likely be the best marketing investment you make this year. Being listed in our 'Find a Business' directory online is an extremely valuable benefit. It's the most visited page on the site. Our site averages 7,800 visits per month and many members see upwards of 500 redirects per year from our site to theirs. Your listing in the annually published, *Guide to the Monona Area*, is also an excellent benefit. It's direct mailed to over 9,200 in

our community and distributed statewide through the Dept. of Tourism and relocation specialists. Total distribution each year is 15,000.

▶ CONNECT

Receive member-only pricing and exclusive access to more than 60 networking events produced each year—a great opportunity to build meaningful business connections and grow your client list in person. We always recommend that you try us before you buy us, because, we realize that once you've attended one of our unique events and met our incredible members, you'll want to be a part of our Alliance.

▶ LEARN

Receive member-only pricing for events and gain perspectives and strategies to develop your business at Good Morning Monona, the Power Lunch series, Lunch N' Learns, and our economic development roundtable—EDGER. The Monona Minute newsletter is full of opportunities for professional development and articles that can help give you some extra motivation and edge.

▶ MARKET

Enjoy discounted advertising opportunities only available to members. Promote your business with a company profile on MononaEastSide.com, or advertise in our weekly e-news-

letter that is sent to over 4,000 business subscribers.

▶ INFLUENCE

Membership ensures that your voice is being represented at governmental meetings to make sure that policymakers are aware of your business issues, making you part of the bigger political picture no matter your size.

▶ LEAD

Be a voice in the community and help make our area a better place to live and do business by volunteering on one of our committees and contribute directly to the Alliance's positive advocacy efforts.

▶ SUPPORT

New businesses have the opportunity to host a ribbon cutting event through the Alliance. MESBA will include your event in our newsletters, on our website and will promote it through social media in addition to your marketing of the event. We'll bring our big ceremonial scissors and a ribbon along with other MESBA members to help you celebrate your opening.

BASIC FEATURES & BENEFITS

Every level of Alliance membership includes the following features and benefits...

- **Membership dues & Alliance affiliation** – Once you join the Monona East Side Business Alliance, not only is your business a member, but all of your employees are too. All employees of the member business may take advantage of all of the features and benefits of membership.
- **Monona Minute announcement of your membership** – The Alliance will announce you as a new member in the weekly newsletter, the Monona Minute and on the Alliance's website.
- **Find a Business Listing** – Your company gets listed in the Alliance's business directory in print and online. The website version includes company name, main contact, address, phone, and website address with a link to your website.
- **Member to member discounts** – Exclusive discounts available only to Alliance members through the Hot Deals page.
- **Guide to the Monona Area** – this is the Alliance's magazine promoting our members and our community (circulation of 15,000). Free basic listing in the Business Directory is included with membership. Published in spring each year.

- **Brochure distribution at the Alliance** – place your brochures or business cards in the Alliance lobby.
- **Business referrals** – we only refer Alliance members, whether it's through MononaEastSide.com, phone calls or walk-in traffic.
- **Ribbon cuttings** – let the Alliance assist you with your grand opening, new location or renovations with a ribbon cutting ceremony.
- **Window cling** – let people know you're a member of the Alliance by placing a window cling on your storefront for added credibility.
- **Free admission to members-only programs** – Good Morning Monona is our breakfast series for members. Sessions are held quarterly. These networking programs are available at no cost to Alliance members. A continental breakfast is served.
- **Member rates for events** – some Alliance events have special discounted rates for Alliance members.
- **Access to EXPOtential** – the Alliance's best attended event each year is EXPOtential. Only

Alliance members have the opportunity to exhibit and meet over 275 attendees.

- **Free access to EDGER minutes** – only Alliance members have access to the Economic Development, Government and Education Roundtable minutes. This quarterly event features civic leaders including a Senator, a State Representative, a Dane County Board of Supervisor's representative, the Mayor of Monona, the Chairperson of Monona's Community Development Authority, the City of Monona Economic Development Director, the Superintendent of the Monona Grove School District and the Executive Director of the Monona East Side Business Alliance. Major developments are announced at this lively political discussion.
- **Free access to the Jobs Board** – only MESBA members are permitted to post job openings on the frequently visited jobs board on MononaEastSide.com.

Total benefits value - \$935

Businesses with 51 or more employees are eligible for the Visionary tier or can choose the classic investment model.

ANNUAL INVESTMENT: \$900

BENEFITS VALUED AT: \$3,375

The Alliance Visionary membership is geared toward companies that want to invest in the Alliance’s mission of economic development and business advocacy. It is an elite membership package that includes a wide selection of marketing, networking and sponsorship opportunities. This membership package includes involvement in programs and services limited to that group.

Includes all the basic features and benefits of Alliance membership plus:

- Top of list priority in the ‘Find a Business’ directory (the most visited page on MononaEastSide.com)
- Enhanced Member Listing in the ‘Find a Business’ directory—includes your logo, unlimited text description, unlimited keywords, photo gallery, video gallery, and unlimited categories for your listing
- Online advertising: your choice of banner ad in the Monona Minute for five issues or two months of right sidebar ad on MononaEastSide.com
- Three banner ads in the Monona Minute/year
- Access to Member list
- Advertisement on in-print Monona East Side map and one location pinpointed on the iMap
- Unlimited job postings
- Your logo featured and hyperlinked with your membership announcement in the Monona Minute newsletter
- Featured in one of MESBA’s full page ads in the annually produced Guide to the Monona Area
- Three member updates on WVMO 98.7 FM
- Four tickets to MESBA’s Craft Beer, Cheese & Chocolate Pairing in September (\$140 value)
- Four tickets to MESBA’s Tasting for a Cause Gala in December (\$160 value)
- \$100 Sponsorship credit—a credit for high-level sponsorships for one of our signature events: Craft Beer, Cheese & Chocolate Pairing, EXPOtential, or the Tasting for a Cause Gala
- \$100 Advertising credit for a full page ad in the Guide to the Monona Area
- Your company’s promotional products featured in New Member Packets and New Member SWAG Bags at Kickstart
- Your blog article featured in the Monona Minute three times per year
- Unlimited Member News postings
- One magnetic Alliance nametag
- Three exclusive Facebook posts on MESBA’s page
- Unlimited staff passes to Business After 5 events
- Exclusive invitations to group tours



“Monona Bank is a proud member of the Monona East Side Business Alliance (MESBA). Our bank has been involved with MESBA since its formation and our relationship has grown over the years because of the value we receive from our participation. We appreciate and support the role MESBA plays in the continued vitality of our local business community through its work in creating valuable networking and professional development events. Monona Bank will continue to work with MESBA because it works for us!”

**- Paul Hoffmann, President & CEO, Monona Bank
Alliance member since 1990**

ANNUAL INVESTMENT: \$650

BENEFITS VALUED AT: \$2,765

The Alliance Leader membership is designed for companies who seek enhanced connectivity and access to top decision-makers through involvement and early-ask opportunities for programmatic and event sponsorships.

Includes all the basic features and benefits of Alliance membership plus:

- Top of list priority in the 'Find a Business' directory (the most visited page on MononaEastSide.com)
- Enhanced Member Listing in the 'Find a Business' directory—includes your logo, unlimited text description, unlimited keywords, photo gallery, video gallery, and unlimited categories for your listing
- Access to MESBA Member list and Media list
- One location pinpointed on the MononaEastSide.com iMap
- Three banner ads in the Monona Minute per year
- Featured in one of MESBA's full page ads in the annually produced Guide to the Monona Area
- One year membership in a Business Leads group (\$100 value)
- Your logo featured and hyperlinked with your membership announcement in the Monona Minute newsletter
- Placed on the first ask list to be a speaker at MESBA's Lunch N' Learn program
- Four tickets to MESBA's Tasting for a Cause Gala in December (\$160 value)
- Two tickets to MESBA's Craft Beer, Cheese & Chocolate Pairing in September (\$70 value)
- One magnetic Alliance nametag
- Unlimited Member News postings
- Your company's promotional products featured in New Member Packets and New Member SWAG Bags at Kickstart
- \$25 Advertising credit for a half page ad or full page ad in the Guide to the Monona Area
- Your blog article featured in the Monona Minute two times per year
- Eight member rate guest passes for Power Lunch programs to give to non-member colleagues
- Two exclusive Facebook posts on MESBA's page
- Unlimited job postings
- Exclusive invitations to group tours at area businesses
- \$25 Sponsorship credit—a credit for high-level sponsorships for one of our signature events: Craft Beer, Cheese & Chocolate Pairing, EXPOtential, or the Tasting for a Cause Gala



"Being a member of the Alliance has given us an instant local network to access for other great businesses, events and support. The MESBA staff does an amazing job of promoting the Monona East Side community and keeping the organization active and exciting. The Alliance really gives our business the resources to grow!"

**- Leah Hernandez, Owner, The Cozy Home
Alliance member since 2013**

ANNUAL INVESTMENT: \$450

BENEFITS VALUED AT: \$2,070

The Alliance Executive membership is designed for the growing business as it includes features and benefits that support business growth and development.

Includes all the basic features and benefits of Alliance membership plus:

- One banner ad per year in the Monona Minute
- Free access to MESBA's Member list
- One location pinpointed on the MononaEastSide.com iMap
- One member update on WVMO 98.7 FM
- Four free job postings per year
- Unlimited Member News postings per year
- Your company's promotional products featured in New Member Packets and New Member SWAG Bags at Kick-start
- One six month membership in a Business Leads group (\$60 value)
- Two featured articles about your business in the Monona Minute
- \$25 Sponsorship Credit—a credit for mid-level sponsorships for one of our signature events: Craft Beer, Cheese & Chocolate Pairing, EXPOtential, or the Tasting for a Cause Gala (\$400 sponsorship or higher)
- \$25 Advertising credit for a one quarter page ad or larger in the Guide to the Monona Area
- Two tickets to MESBA's Tasting for a Cause Gala in December (\$80 value)
- Your company photo featured in the Tasting for a Cause Gala slideshow
- Eight guest passes for your non-member colleagues for Business After 5's and Good Morning Monona programs
- Four member rate guest passes for Power Lunch programs to give to non-member colleagues
- Unlimited free rental of MESBA's conference room



Isthmus Eye Care joined the Alliance as an opportunity to network with other local businesses. Not only have we made valuable connections in the community, MESBA has provided us with relocation assistance and numerous promotional opportunities. The staff has been amazing to work with and have been great advocates for our practice in the community. We strongly believe that membership in the Alliance has been an excellent investment for our business.

**– Tim Wilson, Owner, Isthmus Eye Care
Alliance member since 2015**

ALLIANCE STAKEHOLDER

ANNUAL INVESTMENT: \$225
BENEFITS VALUED AT: \$1,215

The Alliance Stakeholder membership is geared toward microbusinesses, sole proprietors and young businesses.

Includes all the basic features and benefits of Alliance membership plus:

- Free rental of MESBA's conference room four times per year
- Two free job postings per year
- Four member rate guest passes for Power Lunch programs to give to non-member colleagues
- Two featured articles about your business in the Monona Minute



MAJOR ACHIEVEMENTS

- 1 LAUNCHED THREE NEW PROGRAMS: RESTAURANT MONTH (MAY), CURATORIAL CONNECTION AND THE KAYAK OUTING
- 2 CONTRACTED WITH CITY OF MONONA TO BE THE DESTINATION MARKETING ORGANIZATION IN 2018
- 3 RELOCATED TO WATER TOWER PLACE IN 2017

MEMBERSHIP BY THE NUMBERS

| ACTIVE MEMBERS | NEW MEMBERS | MEMBERS FOR 10+ YEARS | BUSINESS LEADS MEMBERS | |
|--------------------------|-----------------------|--------------------------|----------------------------|-------------------------------------|
| 362 | 85 | 95 | 40 | |
| VISIONARY \$900 | LEADER \$650 | EXECUTIVE \$450 | STAKEHOLDER \$225 | CURATORIAL CONNECTION \$30 |
| 7 | 21 | 46 | 276 | 12 |

TOP 5 INDUSTRIES



COMMUNICATIONS

| | | | |
|--------------------------------|------------------------------|-------------------------|-------------------------|
| WEBSITE STATISTICS | PAGE VIEWS: 89,871 | NEW VISITORS: 76% | RETURNING VISITORS: 24% |
| SOCIAL MEDIA STATISTICS | FACEBOOK LIKES: 1,627 | TWITTER FOLLOWERS: 879 | LINKEDIN GROUP: 242 |
| EMAIL MARKETING | NEWSLETTERS: 52 | REACH/NEWSLETTER: 3,854 | TOTAL REACH: 195,000+ |
| IN THE MEDIA | PRINT MEDIA APPEARANCES: 25+ | TV APPEARANCES: 5 | |

EVENT ATTENDANCE

| | | |
|------------------------------|-------------------------|----------------------------|
| SIGNATURE ANNUAL EVENTS: 710 | BUSINESS AFTER 5's: 860 | GOOD MORNING MONONA's: 240 |
| POWER LUNCHESES: 140 | EDGER: 160 | BUSINESS LEADS: 968 |

COMMUNITY SUPPORT

| | | |
|-------------------------------|---------------------------------|-------------------------------|
| ATWOODFEST | CONCERTS IN WINNEQUAH PARK | MONONA COMMUNITY FESTIVAL |
| MONONA FALL FESTIVAL | MONONA FARMERS' MARKET | MONONA GROVE SCHOLARSHIPS (2) |
| MONONA MEMORIAL DAY PARADE | FUNDING FOR THREE FOOD PANTRIES | SUNSET MUSIC SERIES |
| BACK TO SCHOOL/CLOTHING DRIVE | BIKE TO WORK DAY PIT STOP | EARTH DAY CLEANUP |

MEASURABLE ECONOMIC IMPACT

MONONA EAST SIDE RESTAURANT MONTH
 • OVER \$14,800 IN RESTAURANT ACTIVITY GENERATED IN THE MONTH OF MAY AS A DIRECT RESULT OF RESTAURANT MONTH

FINANCIAL SUPPORT FOR THIS BROCHURE
PROVIDED BY



**MONONA EAST SIDE
BUSINESS ALLIANCE**
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