

LAFAYETTE SQUARE BUSINESS ASSOCIATION

February 8, 2014

Dear Business Owner,

I'm writing to formally invite you to join the Lafayette Square Business Association (LSBA). The LSBA represents an eclectic mix of small businesses working together to promote healthy local commerce in Lafayette Square. We strive to create an engaging destination for residents and visitors alike.

Any business that has its St. Louis City business license registered within Lafayette Square boundaries is eligible to join. (If you feel you have a special circumstance, please let us know.) Businesses located on the north side of Chouteau between Jefferson and Truman Parkway are also eligible to join, as well as those in the Georgian Complex. The LSBA consists of both "brick and mortar" and home-based businesses.

The LSBA offers many benefits to its members. A few of the more popular benefits include:

- Opportunities to network with other business owners at monthly meetings and events. Meetings are held on the 2nd Tuesday of every month at 8am in Sqwires' front room.
- Invitation to join the LSBA google discussion group.
- Your business listed on the Lafayette Square brochure that is distributed by the Convention & Visitors Commission (CVC) to its Visitor Information Centers. It is also delivered locally and to Lafayette Square residents.

Additional membership benefit information is on the next page.

I would be happy to meet with you in person if you would like more information about the LSBA. I can be reached by phone at 494-3441 or email at lsba@lafayettesqr.com.

I encourage all members to contact me with any suggestions, ideas or concerns. I'm here to help!

Sincerely,

Jennifer Weston
Membership Coordinator
Lafayette Square Business Association

LAFAYETTE SQUARE BUSINESS ASSOCIATION

Membership Benefits

Networking

- Opportunities to network with other business owners at monthly meetings and happy hours.
- Connections with similar businesses for ongoing sources of coaching and mentoring.
- Collaboration with other businesses for joint marketing and advertising.
- Membership in the LSBA google discussion group.

Promotion

- Your business and logo listed on the www.lafayettesquare.org website.
- Your website linked from the www.lafayettesquare.org website.
- Your business listed on the Lafayette Square brochure that is distributed by the Convention & Visitors Commission (CVC) to its Visitor Information Centers located at Kiener Plaza, St. Louis Union Station, America's Center, both terminals at Lambert-St. Louis International Airport and Forest Park. The brochure is also distributed locally and to Lafayette Square residents.
- Promotion on the LSBA Facebook Page.

A Voice

- Leadership opportunities on the LSBA Board of Directors and its Committees.
- Collaboration on events that are created to bring people to Lafayette Square.
- A unified voice for your concerns and those of your business with local leaders.
- Representation at neighborhood association meetings.

Community Involvement

- Opportunities to support your neighborhood and its organizations.
- Participation in annual events that benefit the community and promote your business (such as *Souper Sunday*, *Cocktails on the Plaza*, *Tricks & Treats on Park*, *Holiday Tree Lighting*).
- Partnerships in beautifying public and private spaces affecting your business.

Membership in the LSBA may be one of the best things you do for you and your business!

Membership Fee - \$150

Valid for one year from date paid.

LAFAYETTE SQUARE BUSINESS ASSOCIATION

Membership Form

Business Name: _____

Business Address: _____

Business Website: _____

Business Description: _____

Primary Contact Person: _____

Primary Phone Number: _____

Primary Email Address: _____

Please mail this form and a check in the amount of \$150*, made payable to "LSBA", to:

LSBA

Attn: Membership Coordinator

2023 Lafayette Avenue

St. Louis, MO 63104

*\$25 of your annual membership dues will be donated to the Lafayette Square Restoration Committee (LSRC) for the police substation on Park Avenue. You may also choose to include an additional contribution towards the substation by including a check made payable to the "LSRC" with "Substation" in the memo line. Donations to the LSRC are tax-deductible.