



We're putting the power back into the hands of our local businesses!

With a Small Town Taylorville membership, you'll get the opportunity to utilize our tried, true, and tested marketing as well as the backing of a dedicated team committed to helping Taylorville businesses thrive and embrace progress.

Take a look at our membership tiers and choose what's right for you! Join our initiative today and let's make Small Town Taylorville an even GREATER place to be!

### NON-PROFIT

We believe in our non-profit organizations and their missions! With this tier, Small Town Taylorville will help promote your fundraisers and events. A great way to work together to spread the word about your organization.

**\$10 per month**

### GENERAL BUSINESS

Perfect for service based businesses that want to get the word out about what they offer! Businesses like auto, insurance, realty and construction.

**\$30 per month**

### RETAIL/RESTAURANT

Tailored specifically to our retail and restaurant owners, this membership is a comprehensive and geared for your success! Coffee shops, dining establishments, boutiques, specialty shops.

**\$40 per month**

### FOUNDING MEMBER

As a founding member, you'll receive the most comprehensive and inclusive membership package. Limited to first 15 businesses in retail, restaurant or hospitality categories.

**\$80 per month**

	NON-PROFIT \$10 per month	GENERAL BUSINESS \$30 per month	RETAIL/RESTAURANT \$40 per month	FOUNDING MEMBER \$80 per month
Inclusion on our website	✓	✓	✓	✓
STT window decal	✗	✓	✓	✓
Inclusion on our printed shopping/dining maps	✗	✗	✓	✓ <small>IF APPLICABLE</small>
Four Facebook posts per year	✓	✓	✓	✓
Two additional Facebook posts in addition to our event specific posts	✗	✗	✓	✓
Inclusion in our Discount Card program + a complimentary card	✗	✓	✓	✓
Inclusion in our shopping/dining events	✗	✗	✓	✓ <small>IF APPLICABLE</small>
Inclusion in our proposed printed Visitors Guide	✗	✓	✓	✓
Radio & Facebook LIVE interview Opportunities	✗	✓	✓	✓
Access to our e-mail list	✗	✗	✓	✓
Attend quarterly committee meetings	✓	✓	✓	✓
50% off website and print advertising opportunities	✓	✓	✓	✓
Complimentary 30-minute marketing consultation	✗	✓	✓	✓
Access to our Facebook groups	✗	✓	✓	✓



### Additional Founding Member Perks!

- Business Spotlight Video
- Framed Founding Member Certificate
- 20 Complimentary Discount Cards
- 1-Hour Marketing Session
- Logo placement on our website

Not sure what membership type is right for you? Email us at [smalltowntaylorville@gmail.com](mailto:smalltowntaylorville@gmail.com)



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## Membership FAQs

### What kind of reach does Small Town Taylorville have?

That's a great question! Our website averages 3000 visitors per month that utilize our directory, events calendar and more. Our website ranks on the first page of Google searches. We have 15K followers on Facebook and had 3.4 million impressions last year. We also use print and radio advertising to our advantage. In 2023, our total ad impressions were 35.2 million (that's 35.2 million sets of eyes on our advertising!)

### We thought this was city funded?

Our marketing initiative was originally funded by the city thru reimbursements from Business District Development tax funds, however, we have not yet received confirmation that the city council will be reinvesting tax dollars into marketing our local businesses.

We have decided to offer membership opportunities to businesses so that we can avoid further delay of our progress and continue to market Taylorville to locals and visitors alike.

### What exactly will my fees be used to purchase?

100% of fees will go back into marketing both your business and Taylorville as a whole. We believe a rising tide lifts all boats! The funds will be used to promote and organize events, place print and digital ads in front of the proper audiences, and create eye-catching graphic design and marketing materials. As a General, Retail/Restaurant, or Founding member you will be invited to attend quarterly meetings where you can review spending. You'll be able to see exactly where your dollars are going!

### Tell me more about the Discount Cards?

As a General, Retail/Restaurant, or Founding member you are invited to participate in our Discount Card program. These cards will be sold to Small Town Taylorville Advocates and each have a QR code on the back to scan for a list of participants. You can offer discounts or special buys to entice and reward frequent shoppers. What you offer can be changed whenever you'd like! eg. *10% off your total purchase OR FREE appetizer with purchase of two meals OR FREE wiper blades with oil change.* The sky's the limit on what you can offer and the choice is totally up to you!



All members will receive one complimentary card as well as the option to purchase employee cards at a discounted rate.

### Will there be more benefits for members?

Of course! We're always coming up with new ways to promote Taylorville businesses and we will continue to offer those opportunities to our members. We plan to offer some ala cart services such as videos to our members.

We're also on the lookout for grants and private funding that can help our cause with no additional costs to you!



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### Does my business have to be in Taylorville?

No. We invite business to join from the neighboring Christian County areas as well! Businesses in cities and towns bordering Taylorville are invited to become members!

### When are fees due?

Monthly membership fees will be due on the last day of each month. You also have the option to pay annually. Founding Members must agree to a one-year membership.

### If I'm not a member can I still participate in shopping and dining events?

Of course! For non-members you have to option to join events such as a Spring Shopping or Customer Appreciation Days at a rate of \$75 per event.

### When are the shopping/dining events?

- January - Out with the Old, In with the New Sale Days
- March - Spring Shopping Kick-Off
- June - Customer Appreciation Days
- August - New event coming 2025!
- September - Fall Shopping Open House
- November - Holiday Shopping Kick-Off
- November - Black Friday & Small Business Saturday
- December - Small Town Christmas (see below)

IN addition to these events, we also promote local shopping during the following holidays/seasons: Valentine's Day, Mother's & Father's Day, and Back to School Shopping.

### SMALL TOWN CHRISTMAS

We organize lots of great holiday events during the month of December that our members will be invited to participate in!

### What makes Small Town Taylorville different than other organizations?

We have a dedicated board of volunteers that spent more than 3,000 hours last year making sure our events and promotions went off without a hitch! We're also dedicated to being transparent in exactly how your fees are spent. We have one paid part-time, professional marketing consultant that takes care of everything so you don't have to worry!

Members are invited to attend our quarterly meetings to review upcoming events, offer suggestions and help us tailor this program for our great local businesses.

### New details to follow!

If you have a question please feel free to contact us at [smalltowntaylorville@gmail.com](mailto:smalltowntaylorville@gmail.com) or message Small Town Taylorville on Facebook @smalltowntaylorville.