

GARMA PROMOTIONS

Large and Small GARMA Shopping Bags

(Sold at reduced price to members)

Very Successful Gift Certificate Program

(Redeemable only at GARMA member
Businesses – reimbursed through GARMA)

First Friday Events and Promotions

Santa and his Shanty

Borough Christmas Street Decorations

\$1,000 Christmas Shopping Spree Giveaway.

Winner wins GARMA Gift Certificates.
(Redeemable only with GARMA Members)

Other prizes for winners donated by GARMA'S membership

Winter Coupon Book (Given to area hotels and motels)

Antique Shows (Spring & Fall)



BENEFITS OF YOUR MEMBERSHIP

Communication

GARMA is represented at:

- Borough Council Meetings
- Borough parking and safety meetings
- Main Street Gettysburg Boardmember
- GARMA hotline informs of shoplifters or emergencies
 - Monthly Board Meeting minutes sent
- Project partner with Chamber of Commerce
 - Project partner with CVB

Community Service

- Provide insurance umbrella for co-sponsored events
- Provides Santa's Shanty
 - Include Santa in parade
 - Hiring of Santa, Placement and storage of shanty
 - Provides Santa suit
 - Advertising of shanty hours
 - GARMA member provides treat for children
- Purchase, store, maintain and help install Christmas decorations in borough

Support Local Efforts

- Christmas Parade
 - Main Street of Gettysburg
 - Boy Scout Troops
 - Chamber of Commerce
 - Gettysburg Convention & Visitors Bureau
- Submit requests to Borough for seasonal & special events
- Free Parking during Christmas season (selected areas)
 - Decorate meters with free parking information
 - Antiques shows

Advertising

- Advertise Santa Shanty hours
- Advertising for special events and promotions
- Group advertising opportunities available
 - Twitter
 - Facebook
 - Constant Contact
- Listed in CVB's Attractions & Visitors Guide as well as Dining guide
 - Monthly Column in Chamber Chat (Chamber of Commerce Newsletter)
 - Monthly Gettysburg Times article
 - GARMA Website
 - CVB Website Coupon
 - Winter Coupon Book

Call Us

GARMA



GETTYSBURG AREA RETAIL MERCHANTS ASSOCIATION

The Gettysburg Area Retail Merchant's Association's mission is to help create, promote, advertise, and represent the better business interest of the membership of the organization.

We are a Consortium of local businesses that believe that **healthy businesses** create a **healthy community**.

We have been in existence for more than **50 years**.

We are a **non-profit corporation** of the state of Pennsylvania.

Our Members are small **retail stores, restaurants, financial institutions, local media, attractions, service providers, and accommodations.**

The organization is governed by a **board of 9 directors**

Board meetings are on the **second friday of every month at 8:00 a.m.** and are open to the membership.

www.gettysburgretailmerchants.com

facebook

follow us on
twitter

GARMA MEMBERSHIP DUES STRUCTURE

Non-profit Member

A non-profit member pays minimal dues. They are welcome at general membership meetings but have no voting rights or privilege to comment. They may participate in GARMA sponsored promotions. They will receive regular monthly minutes.

Regular Member

A regular member is the broadest category for a membership. Members are encourage to attend meetings and participate in all promotions and activities. They may be elected as officers of the association.

Media

Media category includes all newspapers, radios, tv, and cable stations. Representatives are encouraged to attend all meetings and participate as much as possible. They may be elected as officers of association.

Financial institutions

All banks and credit unions are considered to be financial institutions. Representatives are encouraged to attend meetings and participate as much as

possible. They may be elected as officers of the association.

- All dues are due on December 31st. After January 31st of the current year, only paid in full members will be included in activities and gift certificate redemption. There will be no exception to this rule.
- If dues are paid by December 1st of current year deduct \$25.00 for dues.
- New members may join for only \$50.00 for the first calendar year. New members are considered to be members that have never belonged to the organization. Members rejoining must pay a full year's dues, regardless of when they join.
- Owners of multiple businesses must pay a full membership for each separate business that they want included in advertising and promotions.
- Separate businesses are determined by having separate Tax ID's.

GETTYSBURG AREA RETAIL MERCHANTS ASSOCIATION MEMBERSHIP APPLICATION

BUSINESS NAME: _____

CONTACT NAME: _____

BUSINESS ADDRESS: _____

TELEPHONE: _____

FAX: _____

EMAIL: _____

BUSINESS CATEGORY:

NEW MEMBER (\$50) _____

NON-PROFIT (\$50) _____

REGULAR (\$125) _____

MEDIA (\$200) _____

FINANCIAL INSTITUTION (\$300) _____

MAIL CHECKS PAYABLE TO GARMA

MAIL TO: GARMA

P.O. BOX 4914

GETTYSBURG, PA 17325

