

# Benefits of Your Membership

## Community Partnerships

*GARMA partners with the following community organizations:*

- Gettysburg Borough Council
- Main Street Gettysburg
- Chamber of Commerce
- Destination Gettysburg
- Steinwehr Ave. Business Development
- Elm Street/Olde Getty Place

## GARMA Perks

- Discount pricing for advertising First Friday events in The Gettysburg Times.
- GARMA plastic shopping bags (small & large) available for purchase by GARMA members at discount pricing.
- Co-op Advertising opportunities are available with local media outlets.
- A Winter Coupon Book is available for all GARMA members to advertise a discount of their choice at a low cost to members. Winter Coupon Books are distributed to the local area hotels to be given to guests.
- GARMA Gift Certificates make great gifts. GARMA Gift Certificates are available for purchase at Artworks, Goin' Postal, and Gettysburg Heritage Center. Redeemable only at GARMA business members – reimbursed through GARMA.

## First Friday, Gettysburg Style

*GARMA members are encouraged to participate in monthly themed festivities on the First Friday of every month to encourage shopping in downtown Gettysburg.*

- First Friday flag is included for new members.
- Flag is flown outside participating businesses the First Friday of every month.
- Themes for each month can be found on GARMA's website.
- Stores can have unlimited creativity to enhance the First Friday theme.
- Store events can be submitted to GARMA to be published on the website and social media.

## Christmas in Gettysburg

*GARMA is responsible for purchasing, maintaining, and storing all Christmas decorations for the town of Gettysburg including the Gettysburg Christmas Tree placed in Lincoln Square. In addition:*

- Negotiates FREE parking at designated meters in Gettysburg for the retail holiday season. (Black Friday through New Year's Eve)
- Sponsors the annual \$1000 Christmas Shopping Spree Giveaway along with various other prizes that are donated by GARMA members.
- Provides "Santa's Shanty" downtown for the holiday season.
- Kicks off Christmas in Gettysburg, provides and coordinates the installation and removal of wreaths on light poles, electricity for the Gettysburg Christmas Tree, Santa and any upkeep to the "Shanty"

# GARMA



## Gettysburg Area Retail Merchants Association

Our mission is to represent the better business interests of our members.

Since 1972 we have believed that healthy business creates a healthy community.

**Our members are local businesses that include retail stores, boutique shops, museums, tours, nonprofit organizations, restaurants, financial institutions and many more that work together to promote Gettysburg.**

We are governed by a Board of Directors that meet the second Thursday of every month at 8:30 am.

[www.gettysburgretailmerchants.com](http://www.gettysburgretailmerchants.com)

# GARMA

Membership Application

Membership Year:

Jan 1st-Dec 31st

## Contact Information:

Business Name:

Contact Name:

Physical Address:

Mailing Address:

Telephone:

(\_\_\_\_) \_\_\_\_\_

Fax:

Public Email:

Website

Address:

## Business Category:

NonProfit \$125\* (\$75 renewal) \_\_\_\_\_

Regular \$200\* (\$125 renewal) \_\_\_\_\_

Media/Financial Member \$125 \_\_\_\_\_

\*Includes First Friday flag & T-shirt plus GARMA bags

Make Checks Payable to GARMA

Mail To: GARMA

P.O. Box 4914 Gettysburg, PA 17325

# Membership Dues Structure

*All prospective members must have a business or organization within a 5 mile radius of Lincoln Square.*

## Regular Member

A regular member is the broadest category for membership. Regular members must have a retail storefront within a 5 mile radius of Lincoln Square. Members are encouraged to attend monthly board meetings but have no voting rights unless elected to the board of directors. Regular members are encouraged to participate in all promotions and activities. Regular members are eligible for election to the board of directors.

## Non-Profit Member

Nonprofits pays reduced dues. Nonprofit members are welcome to attend monthly board meetings but have no voting rights unless elected to the board of directors. Nonprofits are encouraged to participate in GARMA sponsored promotions and events. Nonprofit members are eligible for election to the board of directors.

## Media/Financial Institute Member

Media includes all newspapers, radio, TV, and cable stations. Financial Institutions are banks and credit unions. Media/Financial Members are encouraged to participate in GARMA sponsored promotions and events but have no voting rights unless elected to the board of directors. Media/Financial members are eligible for election to the board of directors.

- All dues are due on December 1<sup>st</sup>. After January 1<sup>st</sup> of the current year, only paid in full members will be included in activities and gift certificate redemption. If you wish to join GARMA after January 1<sup>st</sup> – May 31<sup>st</sup> full membership dues are required. If you join GARMA **after** June 1<sup>st</sup> – November 30<sup>th</sup> dues are half price according to the membership category you fall in. After which, all dues are to be paid in full for the upcoming year by December 1<sup>st</sup>.
- 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.
- All opportunities to comment can be done outside of regular board meetings as time is limited during meetings.

