



Why Join the Old Fairhaven Association?

It's About Value to your Business.....

When businesses are healthy, the whole district is empowered. Locals and visitors want to experience a thriving district in which they feel safe and comfortable to shop, eat, find services, and do their business. The OFA wants to help bring people to our district and help publicize your business.

- **Business name, address, and phone number** on the www.Fairhaven.com alphabetical list of businesses (a \$50 Value!)
- Support for **advertising, marketing, and promotion** of the Fairhaven district ~ more locals and visitors will help us all to succeed. We are certain that our \$30,000 campaign in 2009-2010 helped bring many new visitors to Fairhaven to help keep our district and your business healthy.
- Yearly distribution of our **Historical Walking Tour & Map and the Haunted Fairhaven** brochure which helps show the unique nature of Fairhaven and attract more visitors.
- **Business Seminars:** We will host one or more seminars each year on topics focused on helping your business such as Media Relations, Social Media, or a speakers panel with successful Fairhaven business owners. OFA Members receive a BIG discount on these seminars.
- Your own copy of **Local Media Contacts, updated each year** will save you hours of time in researching contacts and deadlines on your own.
- A “**How To**” guide for preparing a press release will help guide your efforts to publicity success

It's About Fairhaven, this Unique Part of Bellingham.....

Your business is here because you recognize the unique qualities of Fairhaven. We have a draw that no one else can offer with a feeling of quality, friendly comfort, special events, and independent businesses. The beautiful buildings, streets and trails of Fairhaven beckon you to explore. We need your support to help keep it the beautiful and inviting place it is.

- A **beautiful, clean, and welcoming** neighborhood with hanging flower baskets, new garbage containers, an arborist to keep our trees healthy among other things.
- Opportunity to support **fun events that highlight and promote Fairhaven** and bring thousands of locals and visitors to enjoy Fairhaven every year.

For more information, please contact Robin Robertson, Membership Chairperson 360-733-5050
Want more OFA information? Check out our link in the left column on Fairhaven.com
You can download the OFA Enrollment Form from www.Fairhaven.com

It's About Community.....

The Old Fairhaven Association is a non-profit, all volunteer organization founded in 1972 to promote the Fairhaven area while preserving its historic character. The OFA board of directors and members work together year round to promote the success of the district and your business. Your membership in OFA will help support our wonderful community and a healthy thriving district.

- Your \$8,000 in Membership Dues are leveraged through fundraising events into approximately \$40,000 that pays for advertising, press relations, brochures, district beautification, website, holiday decorations, and events that draw thousands to Fairhaven. We hope you will join the Old Fairhaven Association to support these efforts and volunteer for events or committees. We need you!
- The opportunity to participate in the district wide **Discount Card Program**-keeping local employees shopping in Fairhaven. For participating businesses, OFA Discount Cards are issued after OFA Membership dues are received.
- Twice per week **Fairhaven Update emails** keeping you informed of business news in Fairhaven.
- Monthly meetings on the 2nd Wednesday at 9:00 am are open to all Fairhaven businesses to keep you informed about current and upcoming events and activities.
- An **annual membership meeting** (March) and **annual holiday party** (December) keeps you updated on OFA activities and brings us together to celebrate this amazing place and people.
- **Emergency telephone tree** to alert you to immediate dangers, thefts, or concerns in our district.
- **The Fairhaven Fiver** – monthly socials the last Thursday of each month starting at 5:55pm with \$5 specials at Fairhaven venues who are OFA members! Bring your staff, meet others who work in the district, and have a great time enjoying this wonderful place where we work and live.

Who May Join? Any Fairhaven business, non-profit organization, or interested individual.

What Does It Cost?

Annual membership dues are based on number of employees and individual or business status. Participating in the advertising program is optional ~ however, the more businesses that contribute towards advertising, the better job we can do with exposure for us all! Advertising funds are allocated both locally and regionally.

Our Membership Year is July - June

If you are a first time Member joining in a month other than July, we will pro-rate for the remaining part of the year. Call the OFA Membership Chairperson for pro-rates.

How do I get Involved? It's easy! Just complete and return the Membership Enrollment form with your dues to:

The Old Fairhaven Association, 1106 Harris Ave. Suite 313, Bellingham, WA 98225

For more information, please contact Robin Robertson, Membership Chairperson 360-733-5050
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