



Membership Benefits

Downtown Oconomowoc Business Association is a business and professional association that is focused on initiatives and efforts to ensure the success of businesses located in the Heart of Oconomowoc.

As a single business or organization, the task of marketing, networking and engaging the community can seem overwhelming. We are also directly affected by policies and governing decisions made in regards to the downtown. As an association that works together, one unified voice speaks for the needs and concerns of the downtown businesses. Each member benefits from the cooperative marketing, networking and community involvement that flows through the heart of the downtown.

All members are individuals, professionals, businesses and organizations that depend heavily on the activities located within the downtown Oconomowoc corridor that runs primarily from Concord Road to Sheldon (East-West) along Wisconsin Avenue.

Downtown Oconomowoc Business Association Membership Benefits Include:

- Being a collective voice for the success of the downtown businesses
 - Strength in the unified voice and knowledge of actions that impact the livelihood of the business located downtown
- Monthly Meetings
 - To discuss the direction of the group and to network amongst our members
 - To support new businesses or organizations that are located in or wish to locate in the heart of the downtown
 - To provide mentoring to new businesses developing within the downtown district
 - To provide critical informational updates on city initiatives to improve the downtown business district
- Collective promotion of each other's merchant activities and events
 - With print material
 - Event and activity signage
 - Facebook promotion
- Promote awareness and greater community involvement through successful downtown events that include:
 - Chili-I-fest
 - Spring Gallery Night
 - Ladies Night Out

- Fall Festival
 - Fall Gallery Night / Sounds of Oconomowoc
 - Holiday Open House
 - Cross Marketing with other group events such as German Christmas Market and the Chamber's Summer Farmers Market and Merchant Trick or Treat.
- Initiate, pursue and complete successful marketing material that will focus on the downtown business district as a whole.
 - A professional website specific to Downtown Oconomowoc boundaries
 - Postcards and leaflets
 - Maps
 - Signage
 - Media Publications
 - Social media updates including Facebook and a weblog.
- Actively pursue opportunities to be engaged in the redevelopment of the downtown area
 - Seek awareness of downtown construction projects
 - Inquire about of governmental policies affecting the downtown merchants
 - Request an opportunity to represent the merchants at City planning meetings
- Website Presence and links
 - Featuring Downtown Oconomowoc as a destination point to recreate, shop, entertain, dine, or do business as the heart of Lake Country
 - Easy to use and well organized directory of the businesses and your services
 - Current information pertaining to downtown business events and happenings
 - Updates on public policy and governmental decision that may impact downtown businesses
 - Attractions, recreation and lodging information focusing on the downtown
 - What's in the news, information regarding marketing and PR efforts supporting downtown business owners
 - Maps
 - Featured Businesses
 - Photo Galleries
 - Frequently Asked Questions

The mission of Downtown Oconomowoc Business Association is to create an energetic and vibrant downtown business district.

Begin your membership with Downtown Oconomowoc Business Association today!
Please fill out the attached Membership Participation form and return with payment to:

Downtown Oconomowoc Business Association
c/o The Gallori, 133 E. Wisconsin Ave.
Oconomowoc, WI 53066
www.downtownoconomowoc.org