

MEMBER RESOURCES/SUPPORT: NBA ACTIVELY AND THOUGHTFULLY PROVIDES VALUABLE SUPPORT TO ITS MEMBER ORGANIZATION AS THE “GO-TO” RESOURCE FOR BUSINESS USCCES ON NORTHALSTED.

MEMBER RESOURCES & SUPPORT		I N I T I A T I V E S							
		Outreach/Listening NBA regularly convenes conversations to engage its members		Member Engagement & Involvement NBA delivers value to its members and regularly engages them in its work.		Member Needs NBA provides the bridge between members and resources to fulfill their needs.		Volunteerism NBA encourages members to be more involved in work impacting their business through the Alliance.	
		Yearly Milestones		Yearly Milestones		Yearly Milestones		Yearly Milestones	
MEMBER RESOURCES & SUPPORT	2015	80% Street Membership	2015	Member Ambassador Program	2015	New Business Tool Kit	2015	Member Ambassador Program	
	2016	90% Street Membership	2016	New Member programs	2016	Table of Contents for Catalog of Business Resources	2016	Increased member input within the Alliance	
	2017	100% Street Membership	2017	Member-led programs	2017	New Business on the Street	2017	Increased pool of Alliance board members	
	Metrics		Metrics		Metrics		Metrics		
		1. Town Hall Meetings 2. Twice Annual State of the neighborhood communications	1. Development and implementation of B2B programs 2. Increased Associate Members		1. Listing of all vendors available and being used by members 2. Working relations with all members 3. Full catalog developed for both new business and current members relating to resources available for their use		1. Increased volunteer support for NBA events 2. Increased Associate Members 3. Increased participation from members in Alliance activities and programming		
<p><i>New Membership Program with benefits; market research project to determine member needs; montly membership newsletter spotlighting individual business/business owners; increased marketing support for individual businesses through NBA’s External Affairs Department; and NBA programming to address member needs around specific content.</i></p>									