

Woodland Retail Alliance Membership (WRA) Application

INSTRUCTIONS: Please complete both the application and the questionnaire and 1) hand them to a WRA officer or 2) mail them in with your payment.

Your Name: _____

Business Name: _____

Business Address: _____

Business Telephone _____ Home Telephone _____

E-Mail Address: _____

Your Website (if applicable) _____

Describe the Scope (operation & products) of your business: _____

Membership Eligibility Requirements:

1- The business must have a valid Woodland Park Business License OR a valid Woodland Park Business Address, and/or be established with 1 mile of the Woodland Park City limits.

2- The business needs to be owned & operated by the proprietor.

Member Privileges:

Voting Privileges	Hold Office	Serve on Committee	We Site Page	Yearly Dues
Yes	Yes	Yes	Yes	\$100.00

BEFORE SIGNING PLEASE READ: By signature, you agree to the "Membership Eligibility Requirements" and have an active Woodland Park Business License

Business proprietor signature _____

Business proprietor print _____

Date _____

Please make checks payable to 'Woodland Retail Alliance, Inc.' Mail this application and your check to: WRA, P.O. Box 448, Woodland Park, CO 80866

For Office Use Only

Date Received _____ Amount Received _____

Entered into Database? _____

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QUESTIONNAIRE: Your input is very important to our organization. Please carefully read and fill out all fields below. This information will be entered into a database and anonymously shared in future reports and newsletters. If you need more room for answers, use the backside of this.

YOUR BUSINESS:

- Why are you joining the Woodland Retail Alliance? _____
- Your Name _____ Your Business Name _____
- How long have you had this business in Woodland Park? _____
- How many owners or partners 'own' you business? _____
- Number of Employees _____ How many full time? _____ How many part time? _____
- Are you planning to keep your business in Woodland Park? _____
- Do you have an updated business plan? _____ Do you have an updated marketing plan? _____
- Where do you spend dollars on marketing your business? (Examples: Radio, newspaper, internet, etc.) _____
- For the rest of 2007 and beyond, do you plan to increase or decrease your marketing spending? _____
- What factors, if any, negatively affect your business? _____
- On the other hand, are there factors that positively affect your business? _____
- Currently, is your business growing, stable, or decreasing in revenue? _____
- Forecasting out, do you foresee your business increasing or decreasing in revenue? _____
- If you don't have either, or your documents are outdated, would you be interested in someone contacting you on building a business or marketing plan? _____ **NO FEE!**

YOUR CUSTOMERS:

- Where do most of your customers come from? _____
(Some examples are Woodland Park, Teller County, Colorado Springs, El Paso County, other states)
- What is the number 1 way that customers hear of your business? _____
- What type of customers are important to your business? _____
(Some examples are children, mothers, families, young adults)
- Do you gather feedback from your customers? _____
- Can we contact you on how to get customer feedback? _____ **NO FEE!**

WOODLAND PARK:

- If you live in Woodland Park and came from elsewhere, why did you move here? _____
- Why did you start a business in Woodland Park? _____
- What are your challenges in running your business in Woodland Park? _____
- Overall, do you feel knowledgeable about business plans in Woodland Park? _____
- How do you keep up with business news in town? _____
- Would you be interested in a Woodland Park business newsletter? _____
- What impact might the Woodland Station development have on your business? _____
- What impact might the Woodland Park Walmart have on your business? _____
- What suggestions do you have to improve overall business in Woodland Park? _____

WEBSITE: As part of your membership, you get one (1) page on discoverwoodland.com which is the Woodland Retail Alliance website. The below questions pertain to your OWN website, if you have one or not.

- Do you currently have a website for your business? _____
- Would you be interested in owning your website, or improving it? _____
- Creating your own website is a cheap marketing tool. Can we contact you on your ideas and our rates? _____