

Bettendorf Business Alliance (BBA)
Membership Application

Guided by a diverse, talented and experienced board of directors, the Bettendorf Business Alliance promotes individual businesses and the business community through networking, collaborative relationships, educational programs, community publications and events, social media, and marketing partnerships. We create business opportunities in Bettendorf.

Ten reasons to participate in the Bettendorf Business Alliance:

1. **Mission:** The Bettendorf Business Alliance was established to help individual local businesses in the greater Bettendorf area succeed, create a vibrant and growing economic environment and support civic projects that benefit the community
2. **Responsive:** The Bettendorf business environment changes continually. New needs arise and old problems persist. We don't just talk about problems, but act to help every business succeed.
3. **Innovative:** Innovation lies at the heart of everything the Bettendorf Business Alliance works to accomplish in the community. We are creative, constructive and resourceful, creating value for our members.
4. **Focused:** The Bettendorf Business Alliance focuses primarily on small and medium sized community businesses who have neither the resources nor expertise to reach area consumers.
5. **Collaborative:** Businesses must collaborate to survive in a competitive market place. Very few businesses have the time or energy to create collaborative partnerships. We work with businesses and the eight Bettendorf business districts to create those collaborative partnerships.
6. **Connected:** It's a long way from State Street to 53rd Avenue and from TBK Sports Complex to Duck Creek Plaza, but through networking events, the Bettendorf Business Alliance will help make those connections that benefit local business and grow the city's economy.
7. **Savvy:** Our board of directors and members are diverse, experienced, knowledgeable and hugely supportive of other businesses. They know your success contributes to their success and willing assist other businesses. We are partners with you.
8. **Welcoming:** Our motto is "membership for all." All businesses located in the greater Bettendorf area are welcome to participate in Bettendorf Business Alliance activities, either as contributing or participating members.
9. **Contribution:** Every business organization needs financial support. So do we. Our organization does not require dues. Instead, we request contributions to pay necessary expenses. Dues are required, but contributions are gifts given for value received.
10. **Value:** Businesses, who become contributing members, receive value for their investment in our organization. Contributing members will be recognized and promoted to consumers for their financial support of our mission.

The Bettendorf Business Alliance

Membership Invitation

The Bettendorf Business Alliance (BBA) has a **three fold mission:** 1) help individual businesses succeed, 2) support the growth of a vibrant business community, 3) advocate for community improvement projects that benefit the entire community.

You are invited to join with the Bettendorf Business Alliance (BBA) and “make business happen” in our community. Our organization was established to bring a constructive, collaborative and comprehensive approach to business services in the greater Bettendorf area..

1. Ridge Hospitality District: The BBA supports the **Ridge Hospitality District.** The District includes those businesses in the Utica Ridge Road Corridor and along Fifty Third Street both in Davenport and Bettendorf.

The Ridge Hospitality District serves **four distinct purposes.** The District works to 1) attract tourist, business travelers and relocating families to the many lodging facilities located in the corridor, 2) connect visitors and residents with local businesses, 3) serve as a gateway to Quad City events and attractions and 4) offer relocation resources for families moving to the area.

2. Buying Local Campaign: The BBA partners with local television station WHBF to promote a “Buying Local” campaign to support businesses located in the greater Bettendorf area. WHBF offers a broad and cost effective array of marketing services to local businesses at a discounted cost. These services provide proven opportunities to advertise local businesses cost effectively.

3. Comprehensive Business Website: The most comprehensive business website in the area promotes individual businesses, not only to local residents, but to visiting business travelers, tourists and relocating families. Members are prominently promoted on the website and we promote the website to the community.

4. Facebook Video Interview Campaign: At no cost to BBA members a fifteen minute interview of local business owners at their place of business will be taped and promoted to help local residents familiarize themselves with goods and services available in our community.

5. Email Newsletter: An email newsletter will be sent to local business regularly and provide essential contact information business goods and services.

6. Networking and Educational Opportunities: Informational, social, educational and networking opportunities focused on strategic and tactical marketing goals are provided to better connect our membership with each other and the broader community..

Membership for All: Our motto is “membership for all”. All businesses are welcome to participate in our activities, either as contributing or participating members. Contributing members make a contribution of \$150 to support the organization’s programs and activities. All business are welcome to be participating members. Fill out an application and mail with a check for \$150 to Bettendorf Business Alliance, P. O. Box 535, Bettendorf Iowa, 52722. Our email address is bettendorfallinace@yahoo.com.