



Business Organization of Old Town

P.O. Box 1548
Clovis, CA 93613
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November 1, 2015

Dear Old Town Clovis Merchant:

The Business Organization of Old Town Clovis (B.O.O.T.) is a vibrant non-profit organization that provides its members and the community at-large with proactive leadership to improve the regional quality of life. Through collaborative efforts with its membership and the City of Clovis, B.O.O.T. is dedicated to promoting Old Town Clovis as a major destination point.

The Business Organization of Old Town Clovis offers members a unique and comprehensive package of business development and support services that now include a website, www.oldtownclovis.org. Review the enclosed information and visit our website and you'll discover why B.O.O.T. membership is a must!

Your Business IS Our Business.

- **B.O.O.T. promises city involvement with results** – As an example, member businesses have been represented at city council meetings, the Tourism Advisory Committee, the Economic Development Strategy Advisory Committee, and the Visual Arts Committee on most issues pertaining to the greater Old Town Clovis area.
- **B.O.O.T. hosts several Signature Events** – B.O.O.T. brings thousands of potential customers directly to you through special events such as Farmers Market, the Wawona Frozen Foods Peach Party, a new Pistachio Party and new upcoming commodity parties; the nationally publicized North American Pole Vault Championships, the Antiques & Collectibles and Glorious Junk Days fairs, Old Town Wine Walks, One Enchanted Evening, and Holiday Events.
- **B.O.O.T. advertises for YOU** – OTC has a skycam with ABC/TV 30, sponsored by Clovis Appliance, which reaches more than 600,000 a week during the news hours every day. This is great for Old Town as it promotes our town 24/7 and is featured in the weather reports during the news programs.
- **B.O.O.T. negotiates media advertising** – B.O.O.T. negotiates television, radio, and print advertising for Old Town Clovis while developing co-operative advertising opportunities for members.
- **B.O.O.T. offers member's event participation discounts** – Your membership qualifies you for a discount when participating in B.O.O.T. special events.
- **B.O.O.T.'s new website www.oldtownclovis.org is the place to go** for information on upcoming events, and finding a business through our destination section which offers our members a profile page and links to their websites and social media pages.

The reward of belonging to B.O.O.T. is the value you will receive from full time representation and measurable results throughout the year. Our primary purpose is to carry out the job that no one individual, business or agency can do alone . . . and to do whatever is possible to meet the growing needs of the very diverse and unique **Old Town Clovis**.

Sincerely,

Carole Lester
Executive Director



OUR ORGANIZATION

The Business Organization of Old Town Clovis is a unique membership organization that was established in the late 1970s to represent and support the growing needs of Old Town Clovis merchants. Since that time, B.O.O.T. has grown from a general membership organization into an organization that encourages growth and development in Old Town Clovis and the surrounding area. By engaging in

key committees within the City, B.O.O.T. is able to advocate for a unified vision, cooperation and consistency in long-range regional planning and decision-making for Old Town Clovis.

The Business Organization is supported primarily by the dedication of merchant members and the revenues earned from hosting several Signature Events throughout the year. B.O.O.T. believes in providing value to its members at a minimal cost. Membership and core community values are what make this organization the most effective business organization for business owners.

OUR MISSION

To promote and encourage the economic vitality of Old Town Clovis through fair and equal representation of its diverse membership, while supporting policies that provide strong economic development, and sound government policy that primarily represent the orderly development of Old Town Clovis and the surrounding community.

OUR ACCOMPLISHMENTS

- Instrumental in opening public restrooms in Old Town Clovis.
- Key member of the Tourism Advisory Committee for Clovis.
- Brought national attention to Clovis by hosting the National Pole Vault Championships in the streets of Old Town for the past 20 years.
- Consistently attracts thousands of visitors to Old Town each Friday night in the summer with the highly regarded Farmers Market, now in its 26th year.
- Sponsor of two *Antiques & Collectible Fairs* and two *Glorious Junk Days* each year to highlight Old Town Clovis.
- Present *Old Town Wine Walks* and *Old Town Craft Beer Crawls* in spring and fall to bring people to Old Town businesses.
- Established *One Enchanted Evening*, a special event held in November that allows Old Town businesses the opportunity to thank their customers and remind them to shop local during the holiday season---- and all year long! This event was developed specifically to attract customers directly into Old Town businesses.
- Started up ArtHop at the 2013 Farmers Market
- Began a Saturday morning, year-round, Growers Only Farmers Market October, 2013.
- Created a new event in 2011, Black Pot Cook-off and Cowboy Poetry in Pollasky.
- Host city for the Amgen Tour of California 2009 and 2012.

Your business is our business



History & Culture

BENEFITS AT A GLANCE

- Profile on B.O.O.T. website under the *Destinations* with a direct link to member business website and social media pages for your business.
- Direct representation in matters of vital importance to Old Town.
- Monthly newsletter with valuable information and articles, written specifically for members.
- Monthly membership meetings designed to keep members informed as well as provide a forum to discuss matters pertinent to Old Town.
- Advertising designed specifically for Old Town Clovis: generic advertising reminding people to shop local.
- Effective advertising for all Signature Events using local and regional media outlets.
- Year-round advertising to promote Old Town Clovis and its events.
- Event discounts for B.O.O.T. members.
- Complimentary Holiday Celebration for B.O.O.T. members.

OUR SIGNATURE EVENTS

- **Antiques & Collectibles Fair.** B.O.O.T. will present two *Antiques & Collectible Fairs* in 2016---March 20 and September 25th. These Fairs offer an abundance of antiques, jewelry, furniture and collectibles, set against the backdrop of charming Old Town Clovis and bring a crowd to Old Town.
- **Glorious Junk Days.** Twice a year this event will feature everything from antiques and collectibles to “glorious junk”. We have relaxed the criteria for vendors to participate in this event so you find a wide variety of items, including high-end all the way to “shabby chic”! Dates for 2016 are Sundays May 29 and October 16.
- **Old Town Clovis Wine Walk.** Held twice a year, the Wine Walk has proved to be a great event bringing customers directly into participating businesses. Funds raised from this event benefits our partner, Pink Heals, Guardians of the Ribbon. These events provide the funds to help with holiday advertising. 2016 Wine Walks are April 30 and October 1.
- **Farmers Market.** Every Friday night, from May through September, the streets of Old Town Clovis are bustling with families and friends who gather to enjoy the sights, smells, and sounds of Farmers Market. May 13 through September 30, 2016.
- **Year-Round Farmers Market.** A new year-round growers only Market was started in October 2013 in is located at Bullard & Pollasky on Saturday mornings. This brings people to Old Town Saturday morning and provides an opportunity to have them shop and dine in our little town!
- **Peach Party.** One special Friday night every summer, peaches take center stage during the Peach Party at Old Town Clovis Farmers Market. This event is sponsored by Wawona Frozen Foods. Scheduled for July 22, 2016.
- **North American Pole Vault Championships.** This annual event is one of the favorite events of summer. Kids, their parents and grandparents gather around the vaulting pit on a Friday evening, and

stare in awe at the athletic ability of many of the world's best pole vaulters. Scheduled for July 29th, 2016.

- **Pistachio Party.** Now in its third year, this has turned out to be a great close to our Farmers Market, the last Friday of September. In 2013, our sponsor, The American Pistachio Growers, handed out more than 10,000 snack packs of pistachios. The Pistachio Party is scheduled for September 23, 2016.
- **One Enchanted Evening.** Held on a crisp November evening, this yearly event provides the merchants of Old Town Clovis the opportunity to showcase their businesses while hosting guests to an evening of appreciation and elegance. Scheduled for November 17, 2016.

New events in 2016: Jamboree Car Show and Black Pot Cook-off April 18th
Craft Beer Crawls in June and September.



2016 Membership Application

Company Name		Primary Contact	
Mailing Address			
Contact Phone/Business Phone	Fax Number	E-mail Address required:	
PLEASE NOTE: your email address will be the primary way B.O.O.T. communicates with you. It is our hope to reduce paper and print costs while keeping you better informed.			
Business Web Address		Do you have a business Facebook Page?	
Type of Business <input type="checkbox"/> Antique & Collectibles <input type="checkbox"/> Restaurant <input type="checkbox"/> Boutique <input type="checkbox"/> Specialty <input type="checkbox"/> Gift <input type="checkbox"/> Service <input type="checkbox"/> Other, please specify: _____			
Date established in Old Town Clovis	No. of Local Employees	Business Hours	
Business Narrative			

Signature of Owner

Date:

Payment:

- 2016Membership \$ 150.00
- **Total Payment Enclosed:** \$ _____

Please note: B.O.O.T. will accept quarterly or semi-annual payment plans of dues.

Return this Membership Application with payment to P.O. Box 1548, Clovis, CA 93613. Make checks payable to the **Business Organization of Old Town**. Be sure to complete the Member Profile on the reverse side, if you haven't already. Please visit www.oldtownclovis.org for samples of member profiles under Destinations. If you have any questions or concerns, please call Carole Lester at 559.298.5774.

Membership dues for the Business Organization of Old Town paid by your business are **TAX DEDUCTIBLE** (check with your tax advisor) as an ordinary and necessary business expense, not as a charitable deduction, for federal tax purposes.