

Membership Benefits



Downtown
Roanoke^{NC}

make it yours

Invest in one of the region's most important businesses – YOURS.

BUSINESS MARKETING AND PROMOTION

- Inclusion in the Downtown Gift Card Program
- Enhanced listing on www.downtownroanoke.org including a link to your business website
- Free meeting room space in our conference room
- Sponsorship opportunities for events and other projects with benefits to promote your business
- Free property listings on our web site to promote downtown residential and commercial space.
- Inclusion of events and programs on DRI's events calendar.
- Promotional opportunities through DRI's extensive media outlets (see below)

ADVOCACY and PUBLIC/PRIVATE PARTNERSHIPS

- Staff meets with City officials, business owners, and other organizations regularly to discuss policy, programs, projects, and partnerships for an improved downtown.
- Eligibility for Member One Federal Credit Union Membership for DRI member employees
- Eligibility to enroll in Optima Health Association Plan

DOWNTOWN NEWS SOURCE

- Weekly Downtown Roanoke newsletter to over 2,000 recipients
- Public Service notices
- DowntownRoanoke.org and Events Calendar (over 1.2 million page views in FY 15-16), DRI Facebook pages (14,000+ "likes"), Twitter (8,700 followers)

NETWORKING OPPORTUNITIES

- Invitation to Annual Membership Meeting
- Workshops/seminars on downtown, economic incentives, marketing, and others.
- Membership night at Party in Elmwood