

People do business with people they know. As business persons get to know one another, they find ways to connect, share resources, and develop new tools for securing profitability. Creating a support network and an atmosphere that encourages competition and attracts customers is established. Membership with the BBBA is an avenue for cultivating and maintaining valuable business prospects and relationships.

MEMBERSHIP BENEFITS

- Business listing and logo, including links to website and social media accounts, on BBBA website, BristolBoro.org; (From 2018 to 2019, the # of visitors increased 77.0% and the # of sessions increased by 72.36%, per Google Analytics.)
- Enhanced listing in 'Guide to Historic Bristol Borough', published bi-annually with over 5,000 copies distributed throughout Bucks County each year; (A \$50 value.)
- Inclusion in members-only 'Holiday Passport' promotion; (2018 saw a 95% increase in entries from the year before and generated an average of \$56.77 per business.)
- Promotional materials distributed to *Antique Auto Show* participants (averaging 150+ entrants) and *Santa's Workshop* visitors (averaging 50+ families);
- Priority vending opportunity with free/discounted rate¹ for each of the five (5) *First Fridays on the Delaware*; (A \$250 value. Average attendance of 2,500+ per event.) ¹Membership type and other restrictions may apply.
- Access to the Historic Main Street District for non-BBBA sponsored events, festivals and activities, such as *Doo Wop in the Park*, *Historic Bristol Day*, *Annual Tree Lighting*, *Christmas Parade*, and various annual ethnic festivals;
- Educational segments incorporated into monthly general meetings by local experts, professionals, and partner organizations [i.e., Borough Zoning and Historical Architectural Review Board (HARB) guidelines, best practices and current trends in business marketing, accounting, human resources, etc.];
- Discounted rate for eight (8) ad signs located on US Route 13 and five (5) ad signs located at intersection of US Routes 13 & 413; (According to PennDot, the annual average daily traffic volume is between 23,000 to 27,000 for those roadways.)
- Collaborative planning of grand opening & ribbon cutting ceremonies and anniversary celebrations.
- Additional marketing exposure via BBBA's monthly newsletter, email blasts (distributed to 1,200+ contacts) and social media platforms (Facebook: BBBA Page 2.3+K & First Fridays Page 4.0+K, Twitter 1.1K+, Instagram 500+);
- Business listing² automatically added to VisitBucks.com (courtesy of partnership between the BBBA and Visit Bucks County); ²Applies to retail, dining, and tourism-related businesses only.
- Strategic partnerships³ with local civic, tourism, and professional organizations such as the Bucks County CareerLink, Lower Bucks County Chamber of Commerce, SCORE Bucks County, Sister Cities Food & Shop Tours, TMA Bucks, and Visit Bucks County; ³Limited benefits and/or additional fees may apply.
- Opportunity for discounted pricing for on-line and in-print advertising via local media outlets;
- Advocacy, collaborative efforts, and solution-based brainstorming with like-minded partners, community leaders, and tourism and business-related groups;
- Member-to-member discounts and offers, peer support, mentoring, networking, and referral opportunities with businesses, partners, and affiliates; (BBBA Membership increased 24% from 2017 to 2019.)

With a legacy beginning over 100 years ago, the members of the Bristol Borough Business Association strive to uphold the integrity and tenacity of its predecessors. Through changing economies, trends, and participants, the BBBA has remained steadfast in its shared vision to further the town's promotional efforts and to take part in community projects. To be part of a town so rich in history and beloved by its inhabitants, both past and present, is a privilege that is immeasurable. The Bristol Borough Business Association continues to be...

ROOTED IN THE PAST, GROWING TOWARDS THE FUTURE.

BBBA MEMBERSHIP FACTS AND INFORMATION

What is the Bristol Borough Business Association (BBBA)? The BBBA is a voluntary membership-based organization comprised of interested parties working collectively to empower each other and the Bristol Borough community for success. Our membership consists of local businesses, entrepreneurs, civic groups, non-profit organizations, and community members working towards economic growth, development, peace, and prosperity.

“As a local business owner, it’s nice to have people in our town that will help you every step of the way.”

*Colleen and Chuck Guernsey, Owners of Chuck’s BBQ
Members since October 2017*

What is the mission of the BBBA? The BBBA exists to promote our members, the Borough of Bristol, and its businesses and to attract customers and new businesses through events, promotions, advertisement, tourism, and more.

How is the BBBA different from the chamber of commerce or other business associations? While the Lower Bucks County Chamber of Commerce is a valuable group (of which the BBBA is a member of), it is saddled with the task of representing businesses located throughout Lower Bucks. Our efforts are focused solely on promoting our membership and the businesses and events contained within our 1.9 square-mile Borough.

Do members have to be located in Bristol Borough? Businesses do *not* need to be located in Bristol Borough nor are members required to own or operate a brick-and-mortar business. It *is* required that all members actively support the BBBA’s mission and the promotion of Bristol Borough.

Is the BBBA only for small businesses? Members of the BBBA come in all shapes and sizes—from one-man start ups, to generational, family-owned businesses to long-standing, large corporations. Our membership consists of service-oriented companies, retail shops, financial institutions, owner-operated businesses, non-profit and for-profit corporations, as well as individual entrepreneurs.

Does the BBBA allow multiple members with the same business type to join? Yes, the BBBA is not a networking group but rather a purposeful assembly of those with a shared focus on the growth and success of Bristol Borough, (which ultimately will benefit our members). Memberships extend to the entire company, not just owners and/or management. We encourage and welcome all to engage with our organization through community involvement.

Is the BBBA run by Bristol Borough Council? No, the BBBA is run by its members and elected Board of Directors. However, the Council has been fully supportive of our efforts. The creation and implementation of Bristol Borough’s Economic Development Strategic Action Plan (by Bristol Borough’s ‘Raising the Bar’ non-profit group) has brought together various facets of the community working toward unity and economic development.

What does it cost to be a member of the BBBA? Annual dues for a business is \$300 and can be paid in full or in quarterly installments.* Annual dues for a non-profit organization is \$100 and must be paid in full. Membership begins the first of the month following the receipt of completed paperwork and applicable dues. There is no auto-renewal, and members are contacted prior to the end of their membership year with renewal options. *Membership terms may be modified for *first-time Business Members who pay in full for the initial year only* as follows: new businesses (open for 2 years or less) receive an 18-month membership and existing businesses (open for 2 years or more) receive a 15-month membership.

When are the BBBA meetings? General meetings are held the third Thursday of each month (February through November) on a rotating schedule of morning (8 am), afternoon (12 pm), and evening (6 pm) meeting times to accommodate members’ busy, varied schedules. Meetings are held at local businesses to showcase the myriad of resources available in Bristol Borough. A current schedule can be found at BristolBoro.org.

Can I come to a meeting before joining? Absolutely! We invite potential members to join us for an introductory meeting to learn more about the BBBA and meet other members. Meetings are generally conducted over a meal (breakfast, lunch or dinner). As our guest, the BBBA will gladly cover the cost of your meal (limited to one person per business/organization annually). Advanced notification is required to BBBA1681@gmail.com.

OBJECTIVES OF THE BBBA

- *To promote, support, and unite the business, commercial, industrial, civic, residential, and charitable interests of the Borough of Bristol in Bucks County, Pennsylvania;*
- *To encourage the business community to offer and provide business services of high standards;*
- *To provide a regular forum for discussion, exchange of ideas, planning and action to accomplish these purposes;*

