

Benefits for Businesses

Group Identity

WIBA creates a unified presence and voice for the local and independently owned businesses of Wyandotte, and ONLY Wyandotte. Subscribers receive two (2) window decals with local and national branding that identifies the business as a WIBA / AMIBA partner, fully enmeshed in the fabric of Wyandotte. Digital logos are also available for individual marketing efforts (strongly recommended).

Co-Op Advertising

Alliance partners save money on group or themed media buys (TBD) in which the group participates under the WIBA umbrella as a local and independent business.

A Website that Works for All of Us

The Love Wyandotte website, intrinsically linked to the Love Wyandotte Facebook Page, will create a synergy between the 3 legs of WIBA: Non-Profits, Residents and Businesses. It will constantly update residents of the coming events of the Alliance, and of just how much each purchase matters. There will be a dedicated space on the main page of the site that cycles free ads, linked to the landing sites for each business in the WIBA. We will have a series (a library) of videos, collected under the Love Wandotte You Tube channel. Businesses, Residents and Non Profits in the Alliance will utilize the site, as its purpose is to educate about the merit of shopping locally and to drive consumers to your door. Visitors to the site in all three categories of engagement in the WBA will find it very hard to not join the Alliance!

Business Profile

Basic subscribers are listed on the WIBA website with logo, picture, map and contact information. Gold Service provides an expanded deluxe landing page, customizable by business if desired, links to the business website, and to all applicable social media such as Facebook, Twitter, Pinterest, and Linked In. Platinum Service also offers an expanded landing page, and integration with our specialized mobile application for smart phones, wherein residents from everywhere can gain access to your mini-mobile website, providing far greater connectivity to customers throughout the region.

Wybiz Zones

Downtown is just one zone. Love Wyandotte recognizes that businesses are everywhere in Wyandotte, and seeks to create zones that enable businesses within a general area to work together to draw attention to the collective efforts that the businesses in the Wybiz zones bring to the table. WIBA will support and market these efforts, including emails to the residents those that join our Alliance.

Residential Advocates and Marketing Push

This alliance is comprised of not just businesses as virtually all business associations are. WIBA has created a separate category of engagement which we refer to as Residential Advocates (and this category in our Alliance is NOT limited to Wyandotte!). For their \$25 Alliance Fee, they will receive a Love Wyandotte plastic ID card with our logo on it. They will seek out that logo throughout town, and each business can offer whatever they want to say THANK YOU for “getting it”, and supporting the Alliance that Unifies. This potent force is actually the very residents our businesses serve. We hope for reciprocal support, through membership in our alliance of folks that need us to flourish so the town can flourish. This group will be kept in the loop of all we take on, including but not limited to...

City-Wide Events Series & Signatures

Out of the gate plans call for the following, listed below. Others will be added as the Alliance grows and influence is asserted and felt by engaged members all over the city (not just Downtown). WIBA will advocate for businesses throughout the city, and will help create a critical mass of “happenings” that will push Wyandotte into a new overdrive of activity.

\$20 on the 20th! The 20th of every month, at all participating WIBA businesses

For each business to determine. Save \$20 on a purchase of \$70? \$20 for a bottle of wine that usually costs \$30? \$20 Pampering Add-On? Endless possibilities, defined by the participant to be relevant to their business.

5th Fridays! This year, in March, May, August and November (Different each year)

Special events all throughout the city of Wyandotte. 5th Fridays will mean what each merchant wants them to mean. If excellent offers abound, excellent turnouts will become the normal. 3rd Fridays focus people downtown. 5th Fridays will have downtown champions, as well as champions from all of the other WyBiz districts.

Wyandotte Food and Drink Crawls, twice annually

We see it as an April and October schedule, encompassing bars and restaurants all over the City of Wyandotte.

LUNCH LOCAL

Wyandotte food servers need a campaign to residents and consumers to keep up the yammering about supporting our local and independent eateries. We boast a staggering variety of excellent menus - - - and more of them should be busier for lunch, all the time. We will create the umbrella, and push the message while you advertise your own products or services and worry less about communicating issues such as these because WIBA does it for you. Relentlessly and consistently, and from a happy point of view.

Congratulatory and appreciative to those who get it and are part of our In-Crowd, and never lecturing to those who do not YET get it.

Paint the Town Pink

2012 marked the first Paint the Town Pink campaign in Wyandotte. The participants were primarily downtown merchants, and the impact was seen and felt there. 2013 efforts will expand to share the energy and make all of Wyandotte a Pink City.

Shift Your Shopping

A national collaborative effort between BALLE and AMIBA, Shift Your Shopping is a holiday marketing push to encourage residents and consumers to shift as much of their Christmas shopping towards the more beneficial local & independent retailers that keep more money circulating in Wyandotte. 2012 saw a small effort in the DDA district; 2013 will be throughout the city. In tandem with Small Business Saturday and Plaid Friday, this initiative is growing in scope and reach. WIBA will capitalize on this and achieve maximum impact from our efforts. Watch for very engaging contests with significant prizes to entice residents to participate and learn to walk the walk.

Wyandotte Unchained & Celebrate Your Independents

One of the primary purposes of this new organization is education and the raising of awareness. Both of the above campaigns are proven themes that have been deployed in cities across America to explain to resident consumers how crucial each and every purchasing decision is. WIBA will take the responsibility for heralding this movement, and doing the “Shop Local” talking for all of us businesses in Wyandotte. WIBA will provide the umbrella shield, creating space for our businesses to do what we have to do to simply properly run our businesses.

A Culture of Engagement, Cooperation and Participation

WIBA is all positive, all the time. There is no time for anything else. The challenges that face independents are severe and daunting, and growing faster than anyone can ever hope to keep up with. An organization such as this one can at the very least provide a safe haven, and some space under the umbrella. On a regular and on-going basis, WIBA will do the championing of the broader issues that most individual businesses can't afford to tackle, mainly from a diversion point of view.

Paint the Town Pink demonstrated an unprecedented level of cooperation, ingenuity, commitment and full engagement. A cross section of different businesses banded together to do individual things under an umbrella that simply shared the broad list of events on Facebook. WIBA will expand on this spirit, encouraging businesses that are eager to work hard to further their own businesses, thereby furthering the betterment of Wyandotte.

Non-Profit Assistance

WIBA's third leg is non-profit organizations that provide various vital roles in the City of Wyandotte. A portion of all WIBA business, non-profit and resident fees will be directed to a fund that will be dispersed to these non-profits on a regular basis, 100% (WIBA is also a non-profit, but is excluded from this sharing). In joining forces with this 501c6 organization, you are automatically participating in active and ongoing support for these incredibly vital members of our community. We also enable simple and easy additional contributions through our website by PayPal or credit card that will be distributed to of the organizations in our Alliance that do such good for so many in our city.

This will be a completely transparent process, with a meter on the front page of our website showing how much money is in the fund, and accompanied by a listing of who we have directed funding to as the year progresses.