



2019 MEMBERSHIP BENEFITS

Overview

The Downtown Franklin Association, established in 1984 as a division of the non-profit Heritage Foundation of Williamson County, TN, is a nationally accredited main street program, under the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Since its founding, DFA has helped spearhead the revitalization of downtown Franklin through the main street program's four-point approach: organization, design, promotion and economic vitality.

Working in partnership with property owners, preservationists, city and county government, local businesses and merchants in our historic retail district, the DFA has helped create one of the nation's Main Street success stories. We've earned national recognition as an authentic, eclectic place that offers something for everyone in an atmosphere that reminds locals and visitors alike of a simpler time in our history—a place where community matters.

When you become a member of the Downtown Franklin Association, you are automatically a member of the Heritage Foundation. By joining, you are saying the historic preservation and ongoing revitalization of downtown Franklin is important to you.

Your Downtown Franklin Association Membership Benefits

ORGANIZATION

- **Heritage Foundation Memberships for Family & Staff**
As a DFA member, you can receive up to ten (10) Heritage Foundation of Williamson County Individual/Family level memberships for your family and/or staff members. See the bottom of this list for information about Heritage Foundation member benefits. Please contact Database & Volunteer Manager Heather Kantor at hkantor@williamsonheritage.org to activate these memberships.
- **Monthly Members-Only Meetings**
Participate in monthly business meetings with all members, local officials and guests to discuss DFA news, city news, county news and learn from the DFA University series. These meetings are on the first Thursday of the month at 8 am at The Franklin Theatre.
- **Annual Members-Only Social Event**
Typically held in the fall every year, the DFA social event celebrates our accomplishments this year and helps us build even stronger bonds with one another.
- **Opportunity to Participate in Beneficial Partnerships**
As a DFA member, you are part of an organization that establishes consensus and cooperation by building partnerships among various groups with a stake in the commercial district.
- **Support from Dedicated Staff and Advisory Board Members**
As a division of the Heritage Foundation of Williamson County, the DFA has several staff members that support our efforts in addition to a dedicated Executive Director. The DFA advisory board is a dedicated group of talented volunteers comprised of officers and chairs for the four points of the Main Street program.
- **Access to Important Information & News Affecting Downtown Franklin**
DFA members receive exclusive updates on happenings in Franklin. See below under Promotions on how you can promote your business to consumers through the DFA.

Please contact Organization Chair Ryan McKinney at ryan@img1920.com if you have any questions about your Organization benefits.

DESIGN

- **Influential Voice Over the Look and Feel of Main Street**

The DFA employs a dedicated staff person and committee members who have, over the years, helped create the physical look and feel of Main Street. Today, the Executive Director of the Main Street Program works with the organization's advisory board, Design Chair and DFA members to maintain the tangible beauty of historic downtown Franklin, maintaining a safe and inviting environment for shoppers, local employees and visitors. The Design Chair has a committee that works on waste management related issues, holiday lighting, pressure washing, trees, etc.

Please contact Design Chair John Bond at john@twinegraphics.com if you have any questions about your Design benefits.

PROMOTION

- **Special Benefits at Heritage Foundation Festivals**

The Heritage Foundation, in conjunction with the DFA, produces three major street festivals each year that draw hundreds of thousands to Main Street. As a member of the organization, businesses that are affected by street closures have an opportunity to take advantage of reduced booth space rent during Main Street Festival, Pumpkinfest and Dickens of a Christmas.

- **Promotion on DFA's Social Media Channels**

Relevant news and events pertaining to your business will be promoted on the DFA social media channels Facebook, Twitter, Instagram and Pinterest. Among the channels, the DFA boasts more than 90,000 fans or followers—a number which grows daily. Note: We'd love to share your Facebook events on our DFA Facebook! The easiest way to do this is make our Downtown Franklin page a co-host when you're setting up the event. Please contact Communications Manager Alex Hayes at alexhayes@williamsonheritage.org if you have any questions about social media.

- **Visibility on DowntownFranklinTN.com**

Your business will be listed on, and your website linked within, the DFA website. The Heritage Foundation website also features a link out to the DFA "Eat + Drink, Shop, Entertain and Services" guide. Website Statistics: January-December 13, 2017: 300,000+ visits (roughly 25,000/month average). Please contact Communications Manager Alex Hayes at alexhayes@williamsonheritage.org if you have any questions about the DFA or Heritage Foundation websites.

- **Listings in Franklin Promotional & Advertising Materials**

Your business will be listed in various collateral material pieces across a variety of promotional avenues. Your business will also have the opportunity to be listed on all downtown Franklin signage. Please note, there is a fee for the way finding signage to add your business the first time. Please contact Director of Marketing & Membership Meg Hershey at mhershey@williamsonheritage.org if you have any questions about promotional and advertising materials.

- **Opportunity to be Featured in Business Spotlight at DFA Meetings**

As a member, your business has the opportunity to speak in front of the DFA body at the monthly meeting. Please contact Economic Vitality chair Joni Cole at joni@graysonmain.com for an opportunity to be featured in the Business Spotlight at the DFA meetings.

Please contact Promotions Chair Julie Walton Garland at julie.r.walton@gmail.com if you have any questions about your Promotions benefits.

ECONOMIC VITALITY

- **Influential Role in Continuing to Build Business in Franklin**

As a DFA member, you are part of a program that will continue to build a thriving commercial district that responds to the needs of today's consumers. The Economic Vitality Chair has a committee serving as advocates for topics such as trails, transportation, various membership opportunities, and Mars Petcare's Better Cities for Pets, etc. These committee members are attending city, county and other public meetings on an ongoing basis. Now that our Franklin Locals program has been rolled out, DFA members have even more of an opportunity to interface with visitors and locals on the streets.

Please contact Economic Vitality chair Joni Cole at joni@graysonmain.com if you have any questions about your Economic Vitality benefits.

Your Heritage Foundation Membership Benefits

- Advanced invitation and ticket sales to The Heritage Ball, the longest running black tie affair in Williamson County.
- Exclusive invitation to the Heritage Foundation's Annual Meeting in May
- Invitations to member-only events including exclusive historic home tours, presentations by County Historian Rick Warwick and more.
- Access to members-only discounts and promotions
- Member-only email updates and monthly preservation e-newsletter.

Please contact Director of Marketing Meg Hershey at mhershey@williamsonheritage.org if you have any questions about your Heritage Foundation member benefits.