

Monday, June 18, 2018

Dear PNA Business Member,

Thank you for your continued membership with the PNA Business Group! Your membership helps to connect, support and promote local businesses like yours so we can continue to make our neighborhood a better place to live, work and play.

When the Greenwood Chamber of Commerce dissolved and became the PNA Business Group in 2012, we set a membership dues level that we felt reflected the level of service and advocacy that business members received. After five years of operating this program since the Chamber's dissolution, we are seeing a need to adjust membership dues to match the increase in resources needed to sustain this growth, including:

- Community-building events presented by the Business Group, including Rainbow Hop, Make Music Day, PhinneyWood Phestivus, GloCone, LED Monkeys, Business Member Lunch & Learns, and Member After-Hours
- Creating and maintaining an Online Business Member Directory
- A reciprocal membership partnership with the Seattle Metropolitan Chamber of Commerce
- Staffing a dedicated membership team who are dedicated to connecting and supporting all business members

While these undertakings have made our program stronger, they have required us to invest more financial resources to ensure the success and sustainability of the business program. Annual dues have remained unchanged since the business group joined the PNA, and in the past 3 months we have conducted considerable research and discussion with all of you to determine how to alter the business dues to provide the resources needed to support the exciting work and programs of the group.

Based on the feedback we received from our businesses and the Business Advisory Group, we have concluded the most equitable course of action is tiered membership pricing. Effective July 1st, Business Member dues will be based on the relative size of your business, with the exception of nonprofit members, as follows:

Nonprofit	\$100
Small Business	\$200
Medium Business	\$250
Large Business	\$300

Rather than define business size by number of employees, we want to leave it in your hands to choose the tier that you feel best reflects your membership with the PNA. With these pricing changes, we are still providing substantial membership benefits at rates similar (but still less in most cases) to those of other Chambers of Commerce in the Seattle area.

(please see other side)

Your PNA Business Membership benefits include:

- Access to our Business Membership Coordinator, Chris Maykut
- Business Member Lunch & Learns, After-Hours, and other networking opportunities
- A free, customizable listing in the online PNA Business Member Directory
- Discounted advertising in *The Review* and the printed Business Directory
- Free highlighted listing and website listed in the printed Business Directory
- LED Monkeys to foster in your business for the holiday season for those who qualify
- Reduced admission to PNA events and classes for you and your employees
- Free membership with Seattle Metro Chamber (\$500 value) if you have 15 or fewer employees

The new tiered pricing will go into effect on July 1st. If you have any questions, comments or concerns, please do not hesitate to contact us at 206-783-2244 or biz@phinneycenter.org. As before, businesses will have the option of receiving a membership as a benefit of a substantial donation or sponsorship.

Sincerely,

The PNA Business Advisory Group

Alicia Diefenbach
Verity Credit Union

Michele Smith
Woodland Park Zoo

Andrew Muller
Umpqua Bank

Michael Wheeler
Verity Credit Union

Bryan Miller
Naked City Brewing Company

Molli Piper
Illumination Learning Studio

Darci Gillespie
Windermere Real Estate

Young Filer
IRG Physical and Hand Therapy of Greenwood

Dustin Foss
HomeStreet Bank

Chris Maykut
Phinney Neighborhood Association

Jamie Clausen
Phinney Estate Law

Alex Gramps
Phinney Neighborhood Association

Jason Hooyman
Hooyman Family Chiropractic

Megan Wildenradt
Phinney Neighborhood Association

Kate Knappert
Salmon Bay Community Lending

Lee Harper
Phinney Neighborhood Association