



Membership Application

- \$84 Annual Membership Fee
(prorated to July)

Please make your check payable to:

Story Road Business Association

P.O. Box 21383
San Jose, CA 95151-1383

Name _____

Business Name _____

Type of Business _____

Telephone _____

Fax _____

Email _____

Number of Employees _____

Business District property owner?

- Yes No



P.O. Box 21383

San Jose, CA 95161-1383

Tel: (888) 5-TAMALE

(888-582-6253)

Website: www.storyroad.org

Email: info@storyroad.org

Welcome





The Story Road Tamale Festival is Story Road's signature event. The Festival is an annual event produced by the Story Road Business Association.



The event serves as the backdrop for community involvement and visibility for the Story Road Business District. The Festival celebrates the cultural contributions of the Story Road community and acknowledges the international recognition of Hispanic foods.

Funds raised by the event provide student scholarships and support marketing projects that benefit the business community along Story Road.



The Festival is attended by thousands of families in Northern California, and the marketing of the event reaches hundreds of thousands of people. Members of the Story Road Business Association are given first priority to participate in Festival either as a Sponsor, a Vendor, or both.



Website: www.storyroadtamalefestival.org

What is the Story Road Business Association?

The Story Road Business Association, SRBA, was first established to assist with the formation of the Story Road Revitalization Strategy that was accepted by the Redevelopment Agency Board/City Council in December 1990. The Association continues to work towards improving and enhancing the Story Road Business District by designing programs to assist merchants and property owners and supporting capital projects.

What Do We Do?

Our goal is to offer economic incentives such as business assistance, referrals and marketing promotions that will enable the Story Road businesses and property owners to shape the future of their business community.

When Do We Meet?

The Story Road Business Association meets on the third Wednesday of each month at 8:30 a.m. Breakfast is included.

What Does It Cost?

Membership fee for the Story Road Business Association is \$84. See the back page for details.

What are the Benefits?

- ◆ Small Business Workshops.
- ◆ Keep informed about events that may affect your business.
- ◆ Access to Association resources that will enhance business skills and increase customer/client base.
- ◆ Opportunities to participate in cooperative advertising programs, such as inclusion in the *Story Road Business Directory* on the www.storyroad.org website.
- ◆ An advocate for business and provides a communication channel to city officials.
- ◆ Participate in the economic and physical growth in your community.
- ◆ Events sponsored by SRBA offer member participation at reduced cost.
- ◆ Meet and share business strategies with local business partners.
- ◆ SRBA donates thousands of dollars to charitable organizations and student scholarships.

How To Contact Us?

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