



**BENEFITS OF MEMBERSHIP  
IN THE  
WEST END MERCHANTS ASSOCIATION**

- Develop common goals for improving the business environment in West End.
  
- Utilize funds for promoting the West End business community through the BEACON program.
  
- Meet and build relationships with other West End area merchants.
  
- Keep up-to-date on development activities in West End.
  
- Participate in plans for beautification and rehabilitation in West End.
  
- Access technical assistance for development and property incentives.
  
- Opportunity to expand and grow new business.