



**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.