



# ATTENTION DOWNTOWN SEBRING MERCHANTS AND ORGANIZATIONS!

**THE BUY DOWNTOWN SEBRING CARD HAS THE POWER TO  
CHANGE YOUR BUSINESS**

If you could use a little more business right about now, the Downtown Sebring CRA has a plan to support you, and it starts with this wallet-sized card. In this economy, every business needs to get more creative about how they gain new customers and keep current ones happy.

As part of the CRA's initiative and the City's overall strategy for economic growth, the goal of Buy Downtown Sebring is simply to connect the businesses in Downtown Sebring with the buying power of our local community. Buy Downtown Sebring is intended to be a multi-year program that supports and strengthens Downtown Sebring's businesses and local jobs and keeps more dollars spent in our Downtown District.

Registered merchants are encouraged to offer special offers or discounts exclusive to Buy Downtown Sebring consumers. Thousands of FREE wallet-sized Buy Downtown Sebring consumer cards will be distributed to consumers, driving them to support registered businesses and take advantage of Buy Downtown Sebring special offers and discounts. Consumers will present their Buy Downtown Sebring consumer card to the merchant when making their purchase to benefit from the offer.

**MEMBERSHIP BENEFITS:** Membership is open to any retail, dining, entertainment, hospitality and service industry business located within the Downtown Sebring CRA district that has a current City-issued business tax receipt. Each merchant member will receive:

- Listing on our searchable website [BuyDowntownSebring.com](http://BuyDowntownSebring.com)
- Opportunity to contribute articles to the Buy Downtown Sebring email newsletter
- Access to exclusive educational seminars, networking and marketing events

## **PROGRAM COST and APPLICATION DETAILS:**

Annual Membership: FREE INTRODUCTORY OFFER

All registrations issued in 2010 will be valid until December 31, 2011.

Businesses must have a current City-issued business tax receipt number to register as a Buy Downtown Sebring merchant. Businesses will have the option of renewing their Buy Downtown Sebring registration or enrolling as a merchant when their business tax receipt is renewed each year.

**JOIN NOW:** Download an application or contact (863) 471-5104.