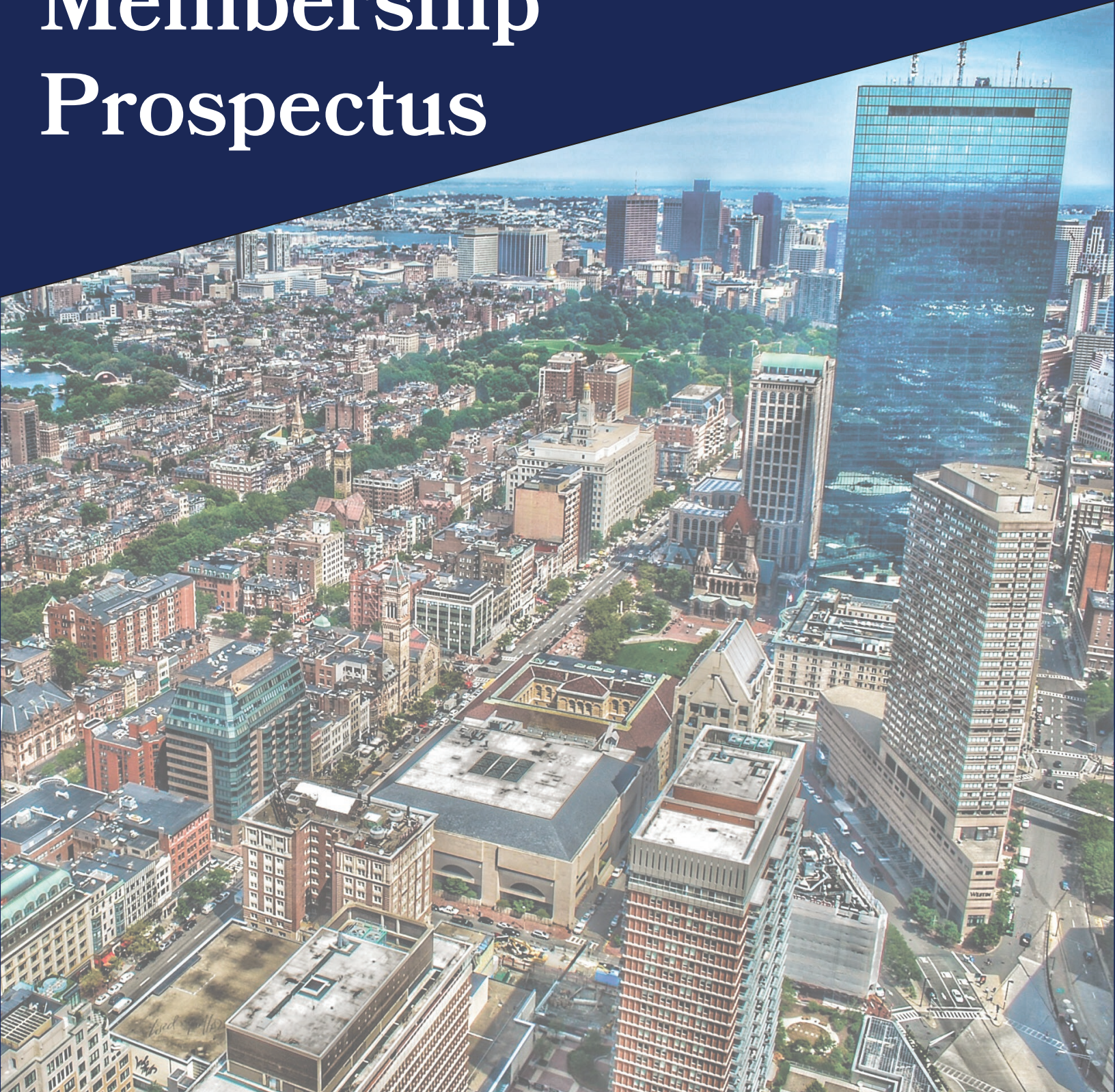


Back Bay Association Membership Prospectus



Improve, Promote, and Protect Business in Back Bay

Mission

The **Back Bay Association** is the advocate for the Back Bay business community. The primary focus of the BBA and its membership is to foster the continued commercial strength of the neighborhood and to initiate programs that **improve, promote, and protect** business in Back Bay.

The Back Bay Association represents the interests of more than **400 member businesses**, inclusive of every sector of the economy.

We are the **epicenter of networking** for Back Bay's business leaders and the **hub for news, promotions, and events** around the neighborhood

We are Back Bay's strongest advocate for **smart growth and community development**, giving a voice to the neighborhood's vibrant business community.

We are the liaison between our members and the public sector, **facilitating a dialogue** and providing **leadership** to improve the neighborhood.

We are a leader of **strategic collaboration** among neighborhood associations, business associations, merchants, residents, and the City of Boston.

We are the force behind neighborhood improvements, focusing on macro issues, such as **transportation, zoning, licensing, permitting, civic improvements, and public safety**, while providing advocacy and support on a micro level to individual member businesses.

We are your resource for business in Back Bay.

Membership Benefits

Gain Insight

BBA communication channels are the hub for news and events in Back Bay, with in-depth **monthly newsletters**, timely **traffic advisories**, and an active **website**.

Connect & Collaborate

Meet and **network** with your neighbors at Back Bay Association events. Attending BBA events is the best way to form lasting partnerships with other businesses. Want to **connect with the City**? The Back Bay Association is the best liaison between the public sector and member businesses.

Empower

Take advantage of the Back Bay Association's **powerful advocacy** program and let the BBA's knowledgeable staff support you through licensing and permitting processes.

Impact & Influence

Help to shape the future of Back Bay and **let your voice be heard** on issues such as public improvement projects, new development, zoning and land usage, public safety, transportation issues, and architectural design.

Highlight

Maximize your business's exposure by taking part in the BBA's targeted **marketing program**. Be featured on the BBA's social media channels or profiled on the website, and consult with social media experts.

Issues & Representation

Development & Zoning

As the neighborhood's strongest advocate for smart growth and community development, Back Bay Association representatives have been involved with every major building project in Back Bay in the past twenty years, including serving on Impact Advisory Committees, testifying at hearings, and submitting letters of support.

Economic Vitality

The Back Bay Association prides itself on its tireless advocacy for the business community, going before licensing and zoning commission hearings and the board of appeals in support of businesses that would make a positive impact in the neighborhood.

Maintenance & Beautification

The Boylston Street Improvement Project, administered exclusively by the Back Bay Association, ensures that Boylston Street is lined with hanging flowers in the summer and kissing balls during the holiday season. The Back Bay Association is also actively involved in projects to improve Back Bay MBTA stations and plans to revitalize Boylston Street sidewalks.

Safety & Quality of Life

Working hand in hand with the Boston Police Department and Back Bay Security Network, the Back Bay Association serves as a liaison between private businesses and city interests on public safety and security issues. From shoplifting to large event security, the BBA's first priority is to ensure that businesses are not just safe, but in the loop regarding security tips and essential information.

Civic Committee and Commission Representation

The Back Bay Association is represented on: Back Bay Architectural Commission, Boston Groundwater Trust, PruPac, Park Plaza Advisory Committee, Berklee Master Plan Advisory Committee, Motor Mart Garage Impact Advisory Group, CAC for Air Rights Development, Parcels 12, 13, and 15, Boston Finance Commission, Friends of Copley Square, Back Bay / South End Gateway Project CAC

Back Bay Updates

Back Bay Updates are breakfast meetings that feature keynote speakers such as the Mayor of Boston, the Boston Police Commissioner, and the head of the Boston Redevelopment Authority. These meetings focus on issues impacting your business environment and the future of the Back Bay business community. Back Bay Updates are free to attend for all members.

Best of Back Bay

The Best of Back Bay is the premier networking event of the year, as well as the BBA's only annual fundraiser. This event, made possible by more than 120 sponsors, allows the BBA to carry out its mission to improve, promote, and protect business in Back Bay. Coveted premium sponsorships allow businesses exclusive marketing perks through the year, as well as a dinner for eight at one of Back Bay's best restaurants immediately following the networking reception, often called Back Bay's "networking event of the year."

Special Programming

The BBA also hosts a number of specialized events throughout the year, including Lunch & Learns, industry breakfasts, and seminars on special issues, like holiday security for retailers and social media best practices.

BBA members are encouraged to check their e-mail frequently for notices on even more special programming.

Marketing

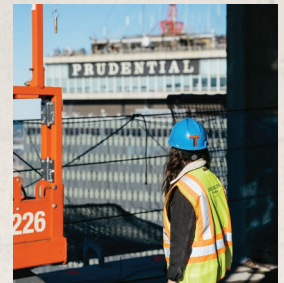
6
unique
channels

17k
followers

0
cost to
members

Back Bay Association members have exclusive access to marketing opportunities on **BostonBackBay.com** and the Boston Back Bay **social media channels**, as well as access to **NewburyStBoston.com**. Members also have the opportunity to work one-on-one with the BBA's social media consultants, The 1909, on a social media feature, which includes professional photography.

With thousands of followers, these powerful channels connect your message with future clients and visitors - and it's all included in your membership dues.



Follow Us on Social



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/bostonbackbay



/bostonbackbay

www.bostonbackbay.com

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