

2024 MEMBERSHIP LETTER



Vineyard Haven Business Association Board

Elaine Barse
president

Brook Katzen
vice president

Scott Mullin
clerk

Bob Scammell
treasurer

Rachel Baumrin

Annabelle Hunton

Morgen Schroeder

Phil Wallis

Sarah York

VH Harbor Cultural District Board of Directors

Althea Freeman-Miller
president

Phil Wallis
vice president

Elysha Roberts
treasurer

Taylor Stone
clerk

Dear Vineyard Haven Business Community,

Thank you so much for all your support throughout 2023.

As we head into the 2024 season, we would love your continued support and involvement in our thriving community of **Visit Vineyard Haven**.

In 2023, with our members' support and in cooperation with the Vineyard Haven Harbor Cultural District, we accomplished the following:

- **Organized and ran multiple events.** (Highlights included six First Friday VH events, the return of the walking puppet parade during our Halloween Happenings, and an extensive month of 'Tis the Season celebrations!)
- Voted in a **new VHBA board** of directors and updated organization bylaws.
- Increased our website & social media presence **@VisitVineyardHaven** and strengthened our relationship with the MV Chamber of Commerce & other Island boards of trade.
- **Increased communication and presence with numerous town officials** on a variety of boards including the Selectboard, DPW, Tisbury Master Plan and Beautification Committees.
- **Supported local community organizations** through fundraising initiatives, including the Tisbury Firefighters Association, the Veterans Association and the Vineyard Committee on Hunger.
- Hosted **two social events** allowing our members to network and have fun outside of business hours.
- Initiated a cross marketing promotion with Beach Road Weekend.
- Held **twelve open meetings** at the MV Museum covering a wide range of topics from the Main Street facelift, navigating J1 hiring, the Tisbury Master Plan and open panel discussions with the Selectboard candidates.

Our main goal for 2024 is to expand our impact in the larger Tisbury business community: to give every business a voice in town politics and policy and to help create a vibrant community for both locals and visitors alike.

We hope you join us.

Sincerely,
Elaine Barse



2024 SPONSORSHIPS AND EVENTS

This year your sponsorship to Visit Vineyard Haven goes beyond the six First Friday VH events to include our Halloween Happenings, 'Tis the Season and a plan to bring back First Night with a New Years' Eve celebration.

		Yacht	Tall Ship	Catboat	Tender	Friends of VVH
VHBA Membership	All sponsor levels include annual membership to the Vineyard Haven Business Association.	X	X	X	X	X
Listed on Sponsor Posters	Seen at welcome table, merch tent and carriage ride location. <i>*For Tenders and above, your logo is used.</i>	X	X	X	X	X
Linked on FFFVH & VVH Websites	Linked on Visit Vineyard Haven and First Friday VH websites for all of 2024. <i>*For Tenders and above, your logo is used.</i>	X	X	X	X	X
Yard Signs	2 yard signs at all 6 FFFVH events.	X	X	X	X	
First Friday Tshirt Listing	Listing on our 2024 FFFVH tshirts. <i>Featuring new original design by Althea Designs.</i>	Big Logo on Back	Small Logo on Back	Listing on back "thank you" section		
Logo on Carriage Ride Banner	Seen on back of carriage during events.	All 9 VVH Events (6 FFFVH + 3 Holiday)	6 FFFVH Events	3 Holiday Events		
Listed on Event graphics	Name included in "thank you to our sponsors" section on event posters and social media promotional graphics.	All 9 VVH Events (6 FFFVH + 3 Holiday)	6 FFFVH Events	3 Holiday Events		
Logo on Annual Rack Card	Prominent logo on rack cards marketing all 2024 event dates.	X	X			
Logo on Main Street Banner	To hang across entrance to Main St. <i>*Pending DPW approval.</i>	X				
Logo sign in our CardMyYard Display	CardMyYard display seen at entrance to Main St.	X				
		\$7,000	\$5,000	\$3,000	\$1,500	\$750

* Email hello@vvhcd.org for payment plan options, to learn more about our events and how your sponsorship makes a difference.*

With your help, we will continue to grow these events and celebrate our town year after year.

Thank you to last year's generous sponsors:

Bay Coast Mortgage • Brickman's • Crane Appliance • Cronig's Market • Hutker Architects Mansion House • Massachusetts Cultural Council • MV Bank • MV Chamber of Commerce MV Shipyard • Powers Electric • Rainy Day • RM Packer • The Green Room

2024 CALENDAR	VHBA Meeting	March 12	First Friday VH	Sept 6
	VHBA Meeting	April 9	VHBA Meeting	Sept 10
	VHBA Meeting	May 14	VVH Social	Sept 26
	VVH Social	May 30	First Friday VH	Oct 4
	First Friday VH	June 7	VHBA Meeting	Oct 8
	VHBA Meeting	June 11	Halloween Happenings	Oct 31
	First Friday VH	July 5	VHBA Meeting	Nov 12
	Tisbury Street Fair	July 8	First Friday VH	Dec 6
	VHBA Meeting	July 9	'Tis the Season	Dec 7-8
	First Friday VH	Aug 2	VHBA Meeting	Dec 10
	VHBA Meeting	Aug 13	First Night / NYE	Dec 31