

## **'Shop Lakeview First' Program**

**Who is the Lakeview Civic Improvement Association?** LCIA represents nearly 5000 households in the Lake area of Orleans Parish. LCIA is responsible for providing updates to the community on recovery, public safety, government initiatives, as well as ongoing initiatives to improve our community. We also sponsor many neighborhood events, such as the Harrison Avenue Marketplace, Lakeview Fest, Holidays on Harrison and more. In addition, LCIA was responsible for the restoration of all the neutral grounds from 2006-2010.

**What is the 'Shop Lakeview First' Program?** LCIA wants to help support our local businesses. LCIA has created the 'Shop Lakeview First' program that will offer exclusive deals and discounts to LCIA members who present their membership card to a participating Lakeview business. **An attractive counter-top sign and window decal sticker noting your support in the program will be provided.**

### **Why participate in the program?**

1. Can increase your business by bringing in more Lakeview residents to your store
2. Will be a great marketing tool due to the numerous advertising opportunities. LCIA will advertising your business on the following media outlets:
  - a. LCIA website (receives thousands of hits daily)
  - b. LCIA bi-monthly newsletter (reaches ~1000 members and growing)
  - c. LCIA monthly email updates
  - d. LCIA 'Shop Lakeview First' promotional material issued from time to time

**How do I participate?** Businesses should first join LCIA to participate (annual dues are \$60; to join, visit <http://lakeviewcivic.org/membership.html>). Businesses would offer an exclusive benefit to members at their store (complete form on the next page). LCIA will continue this benefit on an ongoing basis for our membership. LCIA will give each business the opportunity to update the benefit on a quarterly basis.

**When is the deadline to participate?** LCIA has already begun accepting participants and plans to update the Shop Lakeview First section of the LCIA website monthly. Please email or fax your submittal form to: [shoplakeviewfirst@lakeviewcivic.org](mailto:shoplakeviewfirst@lakeviewcivic.org) or via fax (504) 888.9079. If you have any questions or comments, please email [shoplakeviewfirst@lakeviewcivic.org](mailto:shoplakeviewfirst@lakeviewcivic.org).

**'Shop Lakeview First' Submittal Form**

Please complete the information below. All benefits will be in effect on a calendar year basis, but can be changed on a quarterly basis.

**Business Name:**

**Business Address:**

**Business Web Address:**

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**Contact Person:**

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**Business Phone Number:**

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**Contact Email Address:**

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**Yes** – I would like to participate in 'Shop Lakeview First'. The exclusive benefit my business will provide is:

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**No** – I will not be able to participate at this time, but please note my comment(s) below:

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Thank you for your time and commitment to the Lakeview community.

*Brian Anderson & Jan L. Anderson*

*Co-Chairs of the Economic Development & Marketing Committee*

