

Top 10 Reasons to Join

1. **Increase your business potential** & expand your customer base
2. **Make your voice heard.** BKBA will represent your views at a local, regional & national level.
3. **Keep up to date** with current events in legislation, business opportunities, etc
4. **Solve your business problems** through networking forums provide to members of BKBA
5. **Discounts & trading** initiatives with BKBA members
6. **Referrals and sales opportunities** to deliver return on your investment
7. **Learning opportunities** / professional development to help you run a smarter; more profitable business
8. **Targeted, effective and affordable advertising** to help you advertise effectively on a small budget
9. **Publicity** and heightened name recognition so customers know who & where you are.
10. A **strong local economy** to keep your business momentum moving forward

Attention

We hold regular general meetings & encourage your attendance & participation.

Once you join we will keep you updated via email and public notices.

Thank you for taking the time to read this booklet



For more information or to contact us:
colette@claretipp.ie
info@satmya.com
thebridgemiessy@gmail.com



BALLINA KILLALOE
BUSINESS ASSOCIATION

Promoting a Sustainable
Future

Membership Booklet 2009

Hello,

If you're reading this booklet you must have a business in the Ballina/ Killaloe Area. We are approaching all businesses in this area to create a strong alliance in the form of a Business Association. We will work with you and for you to maintain, sustain and improve your business interests. If this appeals to you take the time to read our Mission Statement. If you like what you see, join our Association to create a better future for our area.

-Colette Hanley

Mission Statement

Our mission is to work together to achieve sustainable prosperity in the wider Ballina/Killaloe area, to attract new businesses into the town, to lobby for business interests, to provide services and information for members, and to encourage a sense of community between the towns of Ballina & Killaloe.

We endeavour to promote a sustainable economic future for this community with a focus on marketing the town as a tourist destination.

We will be continually identifying and refining our core values and this will enable us to develop and implement programs that will best serve the community now and in the future.

We also place importance on the following

Our Environment

Our most priceless asset is the natural beauty of this area and we understand our role in its ongoing protection and sustainability. All future development plans should be aware of their environmental impact and we as a community should strive to attain a greener future for this area.

Our Cultural & Historical identity

We dwell in one of the richest cultural & historical areas of Ireland; this is a strong selling point for our townships and we must celebrate, promote & protect it.

Our Community

We value and support a democratic and diverse environment which reflects the needs and wants of the entire community. Decisions affecting Ballina/ Killaloe must be transparent and made in consultation with community groups. We actively encourage forums where a diversity of opinions can be heard and respected.

Social/Leisure

We value living & working in such a unique environment and encourage and support the need for:

- The maintenance and development of infrastructure, services and amenities.
- A sense of pride in our town and community.
- A sense of safety and well being.
- A healthy lifestyle (water activities, hiking, etc)
- A strong sense of community between the two towns

Financial / Business

It is essential to encourage an ethical, profitable and cooperative business environment. This is closely aligned with the protection and care of our natural environment and the wider needs of the community.

Our Safety

We want a safe, secure and tolerant environment for all those who live and visit our community. We will actively encourage respect for the area and its people.