

## Business Association Letter from the OBA President

## WELCOME TO THE PORT OF OXFORD WEBSITE MANAGED BY THE OBA

It's easy to be excited about Oxford!

We hope the website enables you to get familiar with the shops, services, resources, restaurants, lodging and events that combine to create a welcoming experience!

If you are a business, take a moment to read about the many benefits to membership that ultimately grow friendships and loyal customers.

If you are a member, thank you for joining! the OBA is focused on your business and together our outreach multiplies, which attracts more customers and visitors alike.

If you are a visitor to Oxford or considering visiting – Just Do It! You won't be disappointed by the adventure. There are many things that can capture your time here like running & biking, exploring museums and walking tours, shopping for unique treasures, birding, swimming at the strand, boating and kayaking, dining and enjoying the best handmade ice cream in the State. Give yourself a chance to stay in award winning lodging locations too

We hope to see you soon!



Liga Grafent



## THE BENEFITS OF MEMBERSHIP

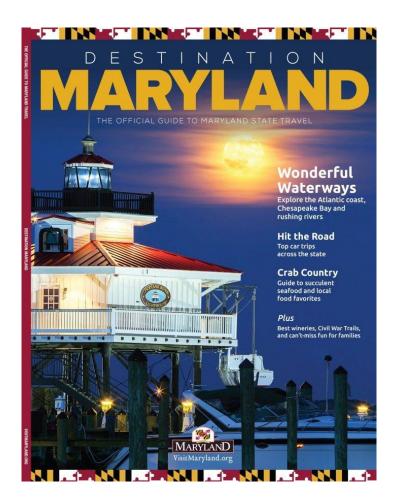
- Participation in the State Tourism Campaigns
- OBA purchased an Ad for the Travel Guide

## **ADVERTISING**

The current Travel Guide is distributed by County Tourism, in both digital and print formats until at least the end of 2022. Also, Chesapeake Bay Media will be distributing it to everyone in their audience—to readers of their magazine, those receiving the weekly Bay Bulletin email, and to our social media followers.

This all adds up to an audience of several hundred thousand people.

OBA was able to secure a discount and paid \$2700 for all of OBA to benefit all from promoting our town and attracting tourism in Oxford.



Yearly OBA spends 10K to advertise member Events

- Monthly Calendar Ad in Attraction and Tidewater Times
- Talbot Spy Special Coverage & Star Democrat Calendar



**Event Support & Promotion** 

The OBA will start a monthly newsletter based on the "news" we receive from members. Our staff and Executive Committee will design ways to share resources, and help with event promotion

Membership

**Membership comes with commitment to one another.** We should all share each other's events with our supporters and attend events and frequent each other's businesses. Together we can refer and grow our businesses.

**Access to Resources** 

The OBA has a network of resources to help members solve problems. Let us connect you with graphic designers, website people, photographers, printing companies, vendors. OBA referrals offer discounts. It helps your bottom line.

**Brochure & Rack Cards** 

**OBA creates and prints the Brochures and Rack Cards** that are distributed along the MD visitor centers and information centers around Del Mar Va

**OBA Signature Events** 

**Designed to Generate Patronage to your Businesses** 

Paint Oxford Day

**Picket Fences** 

Christmas on the Creek

Food Festival? Oxford Eats?

**New Website and Branding** 

Newsletter, Member Directory, E-Brochure, Press, Ribbon Cuttings, Monthly Meetings w/speaker like the Talbot Chamber, Calendar w/link to events

**THANK YOU!**