

## *Thank You*

We appreciate your interest in Reedley Downtown Association (RDA). Members of the RDA include businesses and individuals throughout our community. Formed by a unified effort of local residents who represent businesses, government, education and organizations within our community, the RDA continues to enhance and promote Reedley's downtown and business in Reedley, to the benefit of us all.

Dues benefit businesses directly and indirectly and support the operations of the RDA, which include community events such as **Street Faire** (first Sunday in May), **Certified Farmers Market** (Wednesdays, May through August), **Taste of the Town** (Third Thursday in September), and the **Electrical Farm Equipment Parade** (first Thursday in December). There are consumer events and giveaways throughout the year.

The RDA also works for a vital downtown Reedley and promotes Reedley businesses, as well as working with the City of Reedley and various organizations on community activities and projects such as tourism and the Reedley Rails to Trails Parkway.

Reedley Downtown Association

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**Reedley Downtown Association**

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## EVENTS WE SPONSOR

RDA sponsors many events throughout the year. Your participation is always welcomed and encouraged. Here are a few events we sponsor:

- **Street Faire**

Now this is fun in the streets! Lots of vendors, music, fantastic car show, great food, kiddie rides and fun for the whole family.

- **Farmers Market**

Visit downtown Reedley to buy the freshest and best produce in the valley at bargain prices while supporting our local growers.

- **Taste of the Town**

Reedley's many restaurants and wineries come together on a beautiful September evening to offer samplings of their very best. Try a little of everything!

- **Electrical Farm Equipment Parade**

An event that should not be missed. Our farmers bring the best of their new and antique tractors and farm equipment, decorated in holiday splendor!

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## *Membership Benefits*

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### **BUSINESS BENEFITS**

Annual Meeting  
Board Participation  
Cooperative Advertising  
Discounted entry for RDA events  
Marketing Assistance  
Networking Opportunity  
Professional Development  
Promotion Through Publication Listings  
Quarterly RDA Newsletter  
Referrals  
Website Membership Directory and Links

### **COMMUNITY BENEFITS**

Advertise and promote City of Reedley  
Community Christmas Tree  
Economic Development  
Event - Electric Farm Equipment Parade  
Event - Farmers Market  
Event - Street Faire  
Event - Taste of the Town  
Holiday Wreaths & Lights  
Seasonal Flags and Banners  
Skyline Lights  
Streetscape-Corner Planters  
Preserve the Ambiance of our Downtown

### **COOPERATIVE EFFORTS**

California Downtown Association  
Greater Reedley Chamber of Commerce  
City of Reedley Community Development  
City of Reedley Community Service Dept.  
City of Reedley Police Department  
City of Reedley Public Works Department  
City of Reedley Streetscape Committee  
City of Reedley Planning Commission  
City of Reedley Parks and Recreation  
City of Reedley Façade Renovation  
Rails to Trails Committee  
Revitalization committee  
Fresno Blossom & Fruit Trail Committee  
Mural Project  
Reedley Opera House  
Reedley Rotary  
Sierra Kings Hospital Foundation  
Girl Scouts and Boy Scouts  
Reedley Historical Society  
Reedley College  
Kings Canyon Unified School District  
Immanuel Schools