



## CAPA Local Merchant Discount Program

### About CAPA

The Cathedral Area Preservation Association (CAPA) is dedicated to preserving, maintaining, and promoting Joliet's Cathedral Area. The organization strives to develop a prosperous community through education of historic preservation and promotion of respect for old homes.

CAPA consists of approximately 300 members living in the Cathedral area bounded by Jefferson Street to the south, Center Street to the east, Plainfield Road/Black Road to the north, Reed Street to the west. CAPA members pay an annual fee for their CAPA membership.

### The CAPA Local Merchant Discount Program

CAPA is launching a new member benefit that offers discounts at local merchants. By working with local businesses, we are promoting local businesses and developing a prosperous community.

### How the program benefits local businesses

Businesses who participate in the program can expect to benefit from the increased exposure through CAPA's web site and promotions. CAPA will list all participating merchants on its web site. This free advertising is accessible to the public. Only active CAPA members are eligible to receive these discounts. CAPA will be conducting membership drives highlighting the new benefit of local merchant discounts. You can expect increased business as our membership increases and members utilize their local merchant discount benefit. CAPA is working only with local businesses to develop a prosperous business community within CAPA that is in line with our mission to develop a prosperous community.

### How the program works

You determine the discount to offer. We list the discount offer on our web site [http://www.capajoliet.net/merchants\\_corner](http://www.capajoliet.net/merchants_corner) . Using the website to list the participating merchants and their discount offer allows you to be flexible. If you wish to change your discount offer or discontinue the program we can easily update the website.

### **Examples of discounts offered:**

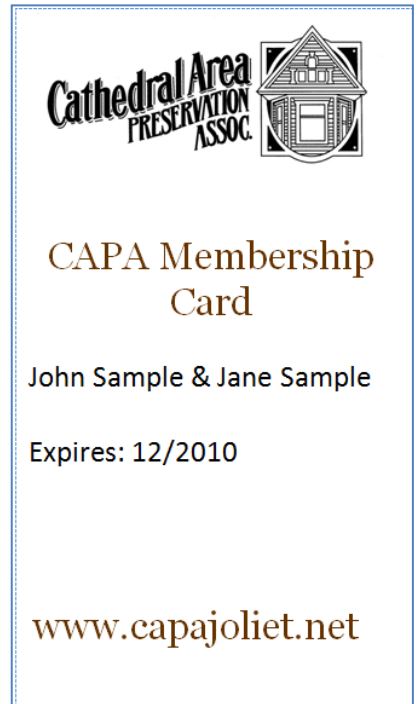
10% off regular priced (non-sale) items

\$5.00 off full service oil change

\$5.00 off new clients

Free beverage with meal purchase

CAPA members will ask for the discount and present their membership card. The membership card validates their active participation in CAPA. All membership cards will show the members name and the expiration date of their membership.



How to become a CAPA Local Merchant Discount Participant:

Contact CAPA's membership director Scott Reyna at [sareyna@sbcglobal.net](mailto:sareyna@sbcglobal.net) or 815-726-4576. Provide the required information listed on bottom of this letter. Once we have received your information we will notify you (email or mail) confirming your participation and will update the CAPA website. You should review the confirmation information for accuracy and also check the CAPA website. If there are any inaccuracies, contact the membership director.

Provide the following information:

\*Business Name: \_\_\_\_\_

\*Business Address: \_\_\_\_\_

\*Business Phone Number: \_\_\_\_\_

\*Discount offer: \_\_\_\_\_

\*Website: \_\_\_\_\_

\*\*Contact Name: \_\_\_\_\_

\*\*Email Address: \_\_\_\_\_

\* Business name, address, phone number, website, and discount offer will be posted on the CAPA website. \*\* Contact information and email address will not be posted on the website. It is used to administer the local merchant discount program only.