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Frankfort Avenue Business Association Seeks Members

Membership offers valuable benefits and gives businesses a voice

Louisville, KY – The Frankfort Avenue Business Association (FABA) is currently holding its 2009-2010 membership drive. The purpose of FABA is to stimulate economic development and growth along the business corridor, develop and implement marketing activities that promote and improve the business climate, work as a unifying force and advocate for solutions when issues emerge, and support the work of area neighborhood associations and charitable organizations.

“Being a member of FABA has a lot of perks,” said Larry Reaves, FABA Membership Director. “By becoming a member, a company will get a listing in the annual *Guide to Historic Frankfort Avenue* brochure and map, beautification of the street and banners in front of their business, a link from FABA’s website, publicity, the opportunity to network, and organizational clout as a collective voice.”

Led by Don Burch, FABA President and owner of Quest Outdoors, John Johnson, FABA Vice President and owner of The Wine Rack, Bud Simmons, FABA Treasurer and VP-Business Banking Officer at Republic Bank, and many other dedicated business owners, the organization boasts the largest membership of its kind in Louisville, with over 170 members. FABA President Don Burch is confident this year’s membership will increase to 175.

“Our mission is to make Frankfort Avenue an important destination to do, and be in, business and that defines the soul of our growing membership,” said Burch. “We spend a great deal of time working hard to bring greater visibility while actually improving the quality of the street in conjunction with both the invaluable partnership with the Crescent Hill and Clifton neighborhood associations.”

The one-year membership fee is \$75, and the deadline for joining FABA is August 14, 2009. For more information on joining and to download the FABA membership and renewal forms, visit www.frankfortave.com.

About The Frankfort Avenue Business Association

The Frankfort Avenue Business Association (FABA) has been the backbone of the dramatic, positive change that has made Historic Frankfort Avenue such a vibrant area. FABA’s mission is to enhance the Frankfort Avenue area as a place to do business.

The Association works to stimulate economic development and growth along the business corridor and develop and implement marketing activities that promote and improve the business climate. In addition, FABA acts as a unifying force and advocate for solutions when issues emerge in the community, as well as supporting the work of the area neighborhood associations and charitable organizations.

FABA helps keep Frankfort Avenue looking its best through clean-up blitz programs, graffiti eradication, and spraying for weeds, in cooperation with Operation Brightside, the Metro Council and the City Arborist.

FABA presents the Annual Easter Parade and the Olde Tyme Christmas, and offers support to various community events. The Association also provides and maintains Historic Frankfort Avenue Street Banners.

For more information about the thriving historic Frankfort Avenue corridor and FABA, stop by any participating business to pick up *The Guide to Historic Frankfort Avenue* or visit www.frankfortave.com.

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