



5 Easy Ways to Maximize Your Membership Benefits

1. Downtown Website

Our website averages over 4,000 unique hits a month. Make sure your business contact information is in our directory and is correct. Send us your logo to include in your listing, and make sure the link to your own website is active. If you have a special promotion or event going on, we are happy to post it on the site or even feature it on our homepage.

In addition to a comprehensive list of downtown businesses, our website also contains valuable information on downtown events, parking and programs.

2. Social Media

Instagram, Twitter, and Facebook. As of 4/30/15 our Facebook page "Walnut Creek Downtown" has 3,294 fans, Twitter has 751 followers, and Instagram has 342 followers. All of these numbers continue to grow. Send us your sales, promotions, and special events; or special offers/giveaways for us to post on our social media outlets. You can also post these items on our Facebook wall. Check out our page at www.facebook.com/downtownwalnutcreek.

3. Booth Space/Vendor Opportunities

Walnut Creek Downtown Wine Walk happens once a year. Use this opportunity to have a booth space at our starting location to promote your business. The Wine Walk takes place the third Wednesday in June unless otherwise noted. The June Wine Walk welcomes between 800-1000 attendees. This is a great opportunity to increase your exposure and generate foot traffic through your business.

Join our Walnut Creek First Wednesday events happening on the first Wednesday of each month of Cypress St. between N. Main St. and Locust St. This 3 hour event (5-8pm) welcomes live music, food trucks, the arts, and a booth space waiting for you! We have welcomed over 1200+ guests to this event. Another great opportunity to showcase who you are, what you do, and increase exposure for your business.

4. Sponsorships

By joining our association you are provided the opportunity to become a sponsor for our events and have your logo displayed on marketing material. Advertisers include Diablo Magazine, Walnut Creek Magazine, Bay Area News Group, and many more. Use this opportunity to get your name out there.

5. Constant Contact

Are you in our email database? Stay connected and receive alerts about downtown happenings, meetings, programs, and special events. Walnut Creek Downtown maintains two (2) e-lists. One is exclusively for downtown businesses. The other is a community list with over 3,138 subscribers. Take advantage of your membership and send us announcements that you want us to help publicize.