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You Spoke, We Listened: Introducing RPBA's New Website and Membership Structure

Chicago, IL – October, 2016. Rogers Park Business Alliance (RPBA) is excited to announce its new website, www.rpba.org and new Customer Relationship Management (CRM) tools to better serve and promote their business members.

RPBA is inviting everyone to explore its new website and online business directory at the next Rogers Park BizArts networking event:

When: Wednesday, October 26, 2016

Where: RPBA's office, 1448 W. Morse Ave.

Price: FREE for RPBA members | \$10 for non members

The website includes tools for business owners, who can take advantage of the numerous newly enhanced membership benefits. The new membership tier structure is more inclusive to all businesses in Rogers Park. Now all of the businesses in Rogers Park are 'Emerging Members' and will be listed in the online business directory. The new tiers were created after many deliberate meetings with Chicago chambers and other organizations as well as from the constructive feedback from current small business owners who are the foundation of RPBA. Each ascending membership tier will receive enhanced benefits ranging from digital marketing and advertising opportunities, enhanced business directory listings, to discounts to networking and business events. Furthermore, the new CRM software that is link to www.rpba.org will allow RPBA members to simplify their marketing needs and will give businesses with no internet presence an opportunity to make their mark.

www.rpba.org is designed to provide the ultimate user-friendly experience with improved navigation and functionality throughout. "These new features will allow visitors to the neighborhood to plan the perfect Rogers Park experience." says Sandi Price, Executive Director of RPBA. Residents now have the ability to discover all the local businesses and amenities right in their own back yard.

The website includes extensive business resources to help business owners and entrepreneurs create a successful business venture in Rogers Park. An online business directory that contains business images where users can download maps and/or directions is also a highlight of the new www.rpba.org site. RPBA's website ensures that visitors will stay informed with the latest news of the organization as well as the entire Rogers Park neighborhood. The new website allows users to share local businesses and events that interest them with others across social media.

Visit the new website, and the new membership page to discover how you can benefit from joining the organization and how you can enjoy Rogers Park.

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Strengthening Business, Building Community.

Rogers Park Business Alliance cultivates and sustains a thriving economic environment in Rogers Park, serving businesses and residents.