

CAPA Local Merchant Discount Program

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's membership consists of several hundred homeowners 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.

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. CAPA has long been offering a member benefit that offers discounts at local merchants. By working with local businesses, we are promoting local businesses and developing a prosperous community. Businesses who participate in the program can expect to benefit from the increased exposure through CAPA's website (www.capajoliet.net) and promotions. This free advertising is accessible to the public, while only active CAPA members are eligible to receive these discounts. A list of participating merchants is published in our exclusive membership newsletter, which is issued quarterly.

How the program works - You determine the discount to offer, and we will list your discount offer on our website and in our membership newsletter. 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 have included 10% off regular priced (non-sale) items, \$5.00 off new clients, \$5.00 off full service oil change or 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 – Please contact CAPA's membership director by email at membership@capajoliet.net and provide the required information listed on bottom of this letter. Or, print and mail this form to CAPA at P.O. Box 3662 Joliet, IL 60434. 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.

Thank you for your participation in CAPA's Merchant Discount Program!

Please 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.*