

Middleburg Business & Professional Association

Dear Business Owner:

We hope you will join us in investing in the future of Middleburg by becoming a member of the Middleburg Business and Professional Association.

Although 2020 did not run according to anyone's plan, the MBPA accomplished a great deal in spite of all the limitations. We were only able to have two in person Biz Buzz gatherings but then added three Zoom meeting in the Fall. When the the town closed most of its retail doors last Spring, we kept locals and all others apprised of how to shop: on line, curbside, pick up, direct delivery, appointment shopping, special hours, who remained closed, who was opening slowly. In addition, we produced two videos to keep the town's name circulating and to welcome folks as we started to open on a regular basis. Our social media outreach exceeded our expectations for people reached as well as views and impressions.

We will start 2021 with having the monthly Biz Buzz via Zoom until we are allowed to meet in a larger group in person. We have introduced the Yiftee Middleburg Gift Card, available only through your membership and we have plans for a fun. as well as informative, MBPA Cookbook! - Details on Yiftee and the cookbook to follow shortly.

We invite you to join the MBPA for the annual membership fee of \$250. By joining ASAP, you will maximize your return on your investment by having access to the robust marketing MBPA has to offer throughout the entire year as well as immediate inclusion in the Yiftee Gift Card program if desired.

All the best for a safe and healthy 2021. Please mark your calendar for the February 9 Biz Buzz.

Punkin Lee



MBPA President

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