

# Downtown Inc Ambassador Team

Join the Downtown Inc Ambassador Team! The Downtown Inc Ambassador team is made up of community members who share a passion for all things Downtown York and a desire to amplify the work of Downtown Inc. Ambassadors are charged with connecting the community to our historic downtown and championing our dynamic small business community.

Do you love Downtown York? Are you ready to ignite the same feeling in others? The Ambassador Team works as a united front and an extension of the Downtown Inc and YCEA team to spearhead enhanced downtown engagement and grow support for our small business community.

## Ambassador Expectations

**Commit at least 3 hours a month, or 36 hours a year to support the work of Downtown Inc by performing any combination of the below volunteer opportunities:**

- Attendance at official Ribbon Cuttings, Small Business Celebrations & Small Business Special Events
- Participate in downtown beautification efforts such as graffiti and litter removal, downtown clean ups, and removing unwanted vegetation
- Volunteer at official Downtown Inc events such as Go Green in the City, Sip & Savor and Hanging of the Greens or other special events where Downtown Inc/YCEA volunteer opportunities exist like Give Local York
- Volunteer and contribute to other downtown community service initiatives like Creek Clean Up's
- Attend Downtown Inc Ambassador meetups. Meetups include field trips, insider tours, and social events organized by Downtown Inc.
- Assist the Downtown Inc team as "eyes on the street" to notify and report significant downtown opportunities, challenges and business concerns to staff
- Represent yourself as a Downtown Ambassador to the downtown business community by visiting small businesses downtown and helping to connect them with resources through Downtown Inc and YCEA such as Bloom grants, workshops and courses.
- Make a financial contribution to Downtown Inc on an annual basis (no minimum commitment) or sponsor a Downtown Inc program
- Use your digital voice to promote all the great things happening in Downtown York via social media or e-newsletters and/or share Downtown Inc social media messaging on your personal or professional channels
- New Ambassadors will be required to attend DI Ambassador Training

# Ambassador Benefits:

- Exclusive invitations to ribbon cuttings to meet new or expanded businesses in Downtown York
- Inclusion in media release distribution list to stay in the know on things happening in YoCo including events and activities that impact downtown
- Opt-in to receive invitations to YCEA Ribbon Cuttings\*
- Opportunity to attend Downtown Inc Ambassador meetups. Meetups include field trips, tours, and social events organized by Downtown Inc.
- Ambassador Spotlights in the Downtown Inc Magazine, e-news blast and on social media
- Opportunity to serve on Downtown Inc Committees including Downtown Environment, Fund Development and Downtown Development.
- Ambassador recognition at Downtown Inc events like Downtown Update and Ribbon Cuttings
- Access to the Downtown Inc Merchant & Resource Facebook group
- Opportunity to purchase Downtown Inc Swag in the YCEA apparel store
- Buy one get one free ticket packages for bi-annual Sip & Savor events \*
- Annual Bring a Friend Pass to YCEA WBCO Luncheon or Economic Clubs\*

**Being a Downtown Inc ambassador is a privilege and as such Downtown Inc reserves the right to remove ambassadors from the program at any time due to the inability to comply with the expectation list.**

**Beginning in January of each year Downtown Ambassadors will sign a commitment form. Staff will annually review ambassador efforts prior to the start of each calendar year before announcing the official Ambassador roster in January.**

**\*Redemption must be coordinated in advance by contacting Downtown Inc Team Members**

## Getting Started

**Interested in joining the team? Contact Hannah Beard, Marketing & Merchant Engagement Manager to get started today!**



**Hannah Beard**  
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