



Benefits of a joining the Provincetown Business Guild

Stewardship:

The Guild is committed to driving destination traffic to member businesses all year-round. Through our historic partnership with the town, we maintain a welcoming, authentic, clean, exciting and unique place full of events and activities for both new and returning audiences. A financially sustainable Guild, can provide the best concierge and marketing services to the LGBT Community and ensures that our future goals for Provincetown are clear and acted upon.

Sense of Community in Changing Times / Advocacy 365 Days a Year:

The Guild, established in 1978, provides a forum for discussion and advocacy to ensure members are heard on issues affecting the vitality, safety and security of our LGBT safe haven.

The Guild has representatives on boards such as the Visitor Service Bureau, Historic Commission, Cultural Council, and Guild members sit on other boards in the area, as such we offer representation and outreach on issues of importance to our association.

Marketing and Communications/ Events and Networking Opportunities:

The Guild has a long history of marketing to LGBT audiences and we're constantly mining new data and engaging experts in the field. We advertise in local "drive" markets, at targeted locations/events nationally and internationally, and all throughout the year. We help you promote your business via email blasts, website, social media network and print materials. The Guild hosts regular membership cocktail parties and dinner meetings to give our members a chance to network and conduct Guild Business where you can meet Guild members, business owners and town officials. In addition, the Guild creates and produces numerous year-round events to bring press and new audiences to town: including Carnival, Holly Folly, First Light, Gay Athlon, Cook Out and Camp out.

Your Business on Ptown.org, in our Far OUT Guide Book and our Map:

Our site, ptown.org, is the Guild's 24-7 always exciting and always informative concierge to the world. It features open today and last minute availability functionality. If you are open for business, your business will pop up as OPEN and our users, guests and clients will know it. If you have last minute availability, guests visiting town and wanting to stay over will be able to find a room. Membership includes a listing on our website with a web link to your business. We promote events, sales, specials, member - member opportunities, etc. The Guild Guide and map leads thousands of area visitors to local restaurants, retail shops and inns. Both are distributed through local businesses, chambers, tourism, and transportation partners.