



Cleveland Independents Annual Membership Agreement

Restaurant/Member Name _____

Your Name/Title _____

(Note: This application must be signed by a person with authority to execute contracts on behalf of the restaurant member named above.)

Address _____

Phone _____ Fax _____

E-mail _____ Website _____

Member Benefits

All members have their restaurant name and website included on www.clevelandindependents.com. All members have their restaurant name and phone number included in our Little Black Books, updated twice a year. Members are included in one specific Cleveland Independents advertising/marketing campaign per year as well as general campaigns for Cleveland Restaurant Week and more at no additional charge and have opportunities, when available, to appear on local television and radio programs.

Dues/Gift Certificates*

Your annual membership dues of \$1820 will be paid for through the online auction of discounted gift certificates, with a total face value of \$2600, held each quarter on the Cleveland Independents website (full details next page). For operators of more than two (2) member restaurants, dues are discounted as described on page 3. **As long as your gift certificates sell online, there will be no dues check to write.**

Terms and Conditions of gift certificate redemption are:

- Certificates may not be used for alcohol, tax or gratuity.
- Only one certificate may be used per table, per visit and no change is due on the unused portion of the certificate.
- Certificates may not be used for holidays or special events.

Please select one (1) of the options below:

___ **Full Service/Fine Dining Option: \$50 certificates.** Member agrees to allow Cleveland Independents to sell thirteen (13) \$50 gift certificates for its restaurant each quarter at the discounted rate of \$35.00, a total of 52 certificates a year.

____ **Casual/Family Dining Option: \$25 certificates.** Member agrees to allow Cleveland Independents to sell twenty-six (26) \$25 gift certificates for its restaurant each quarter at the discounted rate of \$17.50, a total of 104 certificates a year.

Gift certificates will be sold online in an auction format and each certificate will have a unique trackable serial number (a list of which will be provided to member by Cleveland Independents). Member understands the Terms and Conditions as outlined above and will honor all certificates that comply with these terms.

Member understands that if any of its gift certificates remain unsold thirty (30) days after the quarterly auction begins, it will be issued an invoice for the unsold gift certificates at the web-discounted price (representing unpaid dues). Member agrees to pay Cleveland Independents the full amount of that invoice within 30 days of receipt. Upon payment, Cleveland Independents will provide the unsold certificates to member for its unrestricted use. Member further understands and agrees that if it does not timely pay an invoice for unsold certificates, its membership may be cancelled by Cleveland Independents and member will be responsible for any unpaid dues as of the date of any such cancellation. Such dues may be collected by set-off against any full-price gift certificate/card redemption requests submitted by Member and by the distribution by Cleveland Independents to consumers of any unsold gift certificates representing unpaid dues. Member understands and agrees that if its restaurant is sold or closed, it must notify Cleveland Independents as soon as possible and specifically agrees that in this event, or in the event that membership has been cancelled for nonpayment of dues as provided above or has been otherwise cancelled by Member, Member will ensure that either (1) unredeemed gift certificates will be honored until expiration or (2) Cleveland Independents will be reimbursed by member within 30 days of an invoice for any refunds it issues to purchasers of gift certificates for member restaurant. Member further agrees that in the event membership is cancelled, Cleveland Independents shall charge 10% processing for full-price gift certificate/card redemption requests.

Agreed:

Signature

Date

Name of Restaurant and Owner/Entity

• Please mail or email this form to: Myra G. Orenstein, Cleveland Independents, 2533 Euclid Heights Boulevard, Cleveland, Ohio 44106-2709 Phone: 216-932-3322 e-mail: info@clevelandindependents.com

• Questions? Go to www.clevelandindependents.com or call Myra Orenstein at 216-932-3322



Reduced Membership Dues*

For those members with three (3) or more restaurants enrolled in Cleveland Independents, reduced dues apply for restaurants beyond the first two (2), as follows:

- **Category A:** For the third full service (fine dining) restaurant member, a total of 47 gift certificates will be auctioned to pay dues, as opposed to the regular rate of 52 certificates (94 total for casual/family dining members, as opposed to the regular rate of 104 certificates).
- **Category B:** For the fourth full service/fine dining restaurant member, a total of 42 gift certificates will be auctioned to pay dues, as opposed to the regular rate of 52 certificates (83 total for casual/family dining members as opposed to the regular rate of 104 certificates).
- **Category C:** For a fifth (or higher) full service/fine dining restaurant member, a total of 26 gift certificates will be auctioned to pay dues, as opposed to the regular rate of 52 certificates (52 total for casual/family dining members as opposed to the regular rate of 104 certificates).

The reductions in gift certificates to be auctioned to pay dues will apply to the 4th quarter gift certificate sale for Categories A and B, and to the 3rd and 4th quarter gift certificate sales for Category C.



Mission Statement

The purpose of Cleveland Independents is to protect, nurture and promote independent restaurants in northeast Ohio. Cleveland Independents member restaurants are locally owned and operated. They share a commitment to their community and a passion for excellence in food and service.

Chapter Goals

1. To market the positive attributes of member Cleveland independent restaurants and to raise public awareness of what makes us special and unique.
2. To improve the quality of member independent restaurant operations through educational opportunities and interaction.
3. To foster positive communication within the independent restaurant community.
4. To channel the efforts and resources of the independent restaurant community to help improve the quality of life in the northeast Ohio community through charitable activities and efforts.

RESTAURANT NAME _____

Do you offer any of the following? Take out Catering
 Party Room Al Fresco Dining Live Music
 Wine Tastings Children's Menu

In 10 words or less, describe the type of cuisine served at your restaurant. (Nationality? Comfort? Trendy? Family?)
