

Membership Fee Proposal

Date: July 2026

Status: Membership Fee Structure – Approved by the Long Street Association Committee



1. Purpose of this proposal

The Long Street Association is being revived to create a more organised, active and collaborative structure for property owners, businesses, tenants and stakeholders on Long Street.

This proposal sets out:

- why membership fees are needed;
- what the fees will be used for;
- what members will receive in return;
- what the fees will not cover;
- optional additional marketing support through Roundly;
- and what is required to become an official member of the Long Street Association.

This document is a proposal only and may be amended following input from members and approval by the committee.

2. Why membership fees are needed

For the Long Street Association to function properly, it needs a basic monthly income to cover administration, communication, coordination and street improvement projects.

The Association cannot rely only on volunteers or once-off donations if it is going to operate consistently.

Membership fees will help the Association:

- stay active and organised;
- communicate properly with members;
- coordinate with the City, CCID, SAPS, private security companies and other stakeholders;
- plan and support street improvements;
- build a stronger identity for Long Street;
- and respond to common issues affecting businesses, landlords, tenants, residents and visitors.

3. Proposed membership categories & monthly contributions

The following monthly contributions are proposed as the initial membership structure and may be reviewed as the Association develops.

Membership Category	Proposed Monthly Contribution
Small business / small retail / small service business	R500
Medium business / restaurant / bar / larger retail	R1,000
Large venue / nightclub / high-footfall business	R1,500
Property owner / landlord contribution	TBD
Supporter / friend of LSA	TBD

The proposed categories are intended to create a fair contribution structure based on the size, activity and benefit received by each member.

Property owner contributions still need to be discussed, as landlords benefit directly from a safer, cleaner and more active Long Street.

These monthly fees are intended to support the basic running of the Association, including administration, communication, coordination, street improvement efforts, security coordination, beautification, events and public-facing promotion of Long Street.

Larger projects or specific services may require separate contributions or sponsorship.

4. What the membership fee will cover

Membership fees will be used to support the basic running and shared work of the Long Street Association.

This may include:

- NPO administration, banking, bookkeeping and compliance;
- meeting notices, agendas, minutes and member communication;
- maintaining the member database;
- coordination with the City, CCID, SAPS, security providers and other stakeholders;
- security coordination and incident reporting;
- small cleaning, greening and beautification initiatives;
- support for events, activations and possible street closure processes;
- basic updates to the Long Street Association and Love Long Street platforms;
- general promotion of Long Street as a safer, cleaner and more active destination.

The fees are intended to support shared Association work and street-wide improvement efforts, not individual business or property costs.

5. What members will receive

Members will be part of an organised structure working to improve Long Street.

Membership may include:

- representation through the Long Street Association;
- updates on security, events, street improvements and Association matters;
- participation in general meetings and key discussions;
- input on priorities such as safety, cleaning, beautification and events;
- basic visibility on Long Street Association or Love Long Street platforms where appropriate;
- access to shared initiatives, campaigns and improvement projects;
- a stronger collective voice when engaging with the City, CCID, SAPS and other stakeholders.

The main value of membership is collective action: creating a safer, cleaner, more active and better-promoted Long Street.

6. What the membership fee will not cover

The membership fee is intended for shared Association work and street-wide initiatives. It will not cover individual business, tenant or property owner costs, such as private building repairs, individual marketing campaigns, dedicated private security, internal cleaning, licence applications, legal matters, compliance costs, or event-specific expenses. Larger projects or services that fall outside the basic work of the Association may require separate contributions, sponsorships or project-specific funding.

7. Marketing and Love Long Street

Love Long Street is managed by Roundly Content Studio and is used to promote the positive stories, businesses, people, events and improvements happening on Long Street.

As part of LSA membership, members may receive basic visibility through the Love Long Street platforms where appropriate. This may include business mentions, event sharing, street updates, inclusion in relevant website content, and general promotion as part of the wider Long Street story.

Additional marketing support may be arranged separately through Roundly Content Studio where required. This is optional and not included in the standard LSA membership fee.

8. Becoming an official member

To become an official member of the Long Street Association, members will need to complete a membership form, provide correct contact and business/property details, confirm their connection to Long Street, agree to support the purpose of the Association, and pay the approved membership fee.

Membership will be confirmed once the form has been received, the fee has been paid, and the member has been accepted by the committee where required.

9. Member responsibilities

Members are expected to:

- pay membership fees on time;
- attend meetings where possible;
- keep their contact details updated;
- share relevant safety or street-related concerns;
- support Association initiatives where practical;
- respect other members;
- keep their own frontage, signage and business operation in good order;
- and contribute constructively to the improvement of Long Street.

10. Financial transparency

Membership fees will be managed transparently and used in line with the purpose of the Long Street Association.

The Association will provide members with basic financial updates, confirmation of major expenses, records of approved projects, and annual financial reporting where required.

All spending will be approved by the committee and must be in line with the Association's purpose, priorities and available funds.

11. Proposal for approval

The following is proposed:

1. That the Long Street Association adopts a membership fee structure.
2. That final fee amounts be confirmed after member input and committee approval. .
3. That fees are used for administration, communication, security coordination, beautification, events and public-facing Long Street improvement initiatives.
4. That additional project-specific costs may be raised separately where needed.
5. That basic member visibility may be included through the Association's platforms.
6. That additional marketing services through Roundly remain optional and separate from LSA membership fees.
7. That official membership requires a completed membership form, acceptance of the Association's purpose and rules, and payment of the agreed membership fee.

The purpose of the membership fee is not to create another burden for businesses or property owners.

The purpose is to create a practical, transparent and active structure that allows Long Street to move forward together.

A stronger Long Street benefits everyone: property owners, businesses, tenants, staff, residents, visitors and the broader Cape Town inner city.