

Share Ideas | Create Opportunities | Develop New Customers | Be Creative

Dear Community and Business Partner:

Now is the time to join the ongoing effort to build something great – **Our Downtown!** Please consider becoming a partner by sending your annual dues of \$100 today. We made great strides in 2012, and teams are now forming to make the Downtown Alton experience even more beautiful and compelling in 2013. We'll be implementing economic growth and business development strategies, planning events and campaigns to raise awareness and promote shopping, and most importantly – collaborating with each other.

We all know that a vibrant downtown sends an important message about a community. As stakeholders, we are all invested in this experience and our participation only builds on the important progress we've made thus far. Connecting with this effort supports the mission of cultivating commerce, culture, and community, and instills a sense of pride where we live, work, and play.

We can make a difference as partners of Alton Main Street. A leadership team of community volunteers is assembled to help make everyone's experience both meaningful and rewarding. Without community engagement from stakeholders, nothing grows.

We can help you **Stay Connected!** Attend FREE Quarterly **"What's Up Downtown"** gatherings for district updates.
Next up: February 5th @ Jacoby Arts Center from 5:30 – 7:00pm

- **Create Opportunities for our businesses!** – Work with City leaders, as well as **business and property owners** in leading economic and business development, market research, business retention and recruitment, and sales resources such as seminars and training.
- **Develop New Customers and Share Ideas!** – Plan events, marketing, and **Public Relations efforts** to drive business to the district and raise awareness. Create co-marketing events and campaigns to supplement your own efforts.
- **Be Creative!** – Make **living and shopping** in your district a beautiful, authentic, and cultural experience. Organize place making, public art projects, plantings, decorations, litter clean-ups, and continue the incredible growth of our signature FARMERS' & ARTISANS' MARKET.
- **Network and Collaborate!** – Build your network and assemble teams to host and support district events.

Alton Main Street, Inc. has built strong collaborative relationships with the City of Alton, the Convention and Visitors Bureau, and community business partners to successfully attract businesses and drive customers to our district.

We hope that you will join the excitement of the Alton Main Street team.

For more information, please contact Sara McGibany, Executive Director at 463-1016 or sara@altonmainstreet.org

Sincerely,
Ron Tanner and Robert Diaz
Co-Chairs, Alton Main Street Partnership Drive 2013



"Alton Main Street has grown like never before! Last year we changed our name to Alton Main Street, Inc. and restructured the Board of Directors. After a year in transition and hard work by the Board, we have emerged stronger, with more resources, and a plan to put them to work for you and with you."

Your \$100 Annual Partnership dues, active participation, and periodic sponsorship of events will drive the desired outcomes. I know this because it's happening. New folks are joining us every day. Please help us keep the momentum moving."

Ron Tanner,
Past President,
Board of Directors
2013 Partnership Drive
Co-Chair.



*Together we can make historic Downtown Alton a great place to
Live, Work, Shop, Dine, and Invest!*

Dues for 2013 Partnership are \$100 & include the following benefits:

- A listing for your business on our website, which links to your website
- Invitations to Main Street seminars and promotional events
- Recognition at our Annual Meeting & in our Annual Report
- Place items in our monthly newsletter, weekly radio spot and social media outlets that reach thousands of subscribers
- A window decal to advertise your support

**Event Sponsorships with more exposure are available; please call 463-1016 for full details*

Business Name: _____	Contact Person: _____	
Address: _____		
City: _____	State: _____	Zip: _____
Phone: _____	Fax: _____	
Email address: _____	Web address: _____	

Mail top portion of registration and check to: Alton Main Street - 200 W. 3rd Street Suite 100 Alton, IL 62002



*Please join us at these upcoming events where our stakeholders
will learn about exciting developments that are in progress*

Alton Main Street cordially invites you to attend our

2013 ANNUAL MEETING

DATE:

Tues, Feb 12th

TIME:

7:30am - networking

8:00am - program

LOCATION:

Mac's Time Out (315 Belle St.)

Complimentary breakfast will be served

Please RSVP at your earliest convenience to:
463-1016 or sara@altonmainstreet.org

Alton Main Street Presents

What's Up Downtown

**A quarterly information exchange
on development in the district**

February 5th

May 7th

August 6th

November 5th

From 5:30-7:00 p.m.

**At Jacoby Arts Center
(627 E. Broadway)**

Beverages and appetizers provided

*Receive updates from Alton Main Street,
the City of Alton, the Convention & Visitors
Bureau, and property & business owners.*