

ORGANIZATION



MEMBERS receive a free listing and page on our website: www.lacrosseedowntown.com Members of DMI benefit from the promotion of their services to the community through our **SOCIAL MEDIA** listings and our **eNEWSLETTER**. There are many opportunities to promote your business, and numerous occasions to network with other businesses. Attend our **MONTHLY MEETINGS** to stay informed on issues and upcoming events. **ROUNDTABLE EVENTS** provide us the opportunity to share best practices and dig deeper on important issues. Members are invited to our exclusive **QUARTERLY SOCIALS** as an opportunity to network with other businesses and learn about their stories of **SUCCESS**. We all work together to strengthen our central business district and renew our downtown neighborhood.

PROMOTIONS | EVENTS



PROMOTION creates excitement in the downtown district. Street festivals, retail events, and image development campaigns are some of the many ways that we encourage consumer traffic in the downtown district. **MARKETING** entices the community, and visitors to **SHOP . EAT . PLAY!** **EVENTS** promoted downtown are: Open Houses . Eat Week . Downtown Walk Around . Summer Days . Street Dances . Historic Downtown Day . Downtown Trick or Treat . Holiday Events . Small Business Saturday . Santa's Workshop . Annual Fundraisers . Downtown tours. **MEMBERS** can participate in the downtown gift certificate and discount card program to promote your business to thousands of downtown employees college students and out-of-town visitors. All member employees enjoy these same **DISCOUNTS**.

DESIGN | BEAUTIFICATION



DESIGN involves creating an environment where people want to shop and spend time. First impressions can have a lasting influence. Rehabilitated buildings, attractive storefronts, enticing window displays, clean streets and sidewalks, properly designed signage, facade improvements, placemaking, as well as beautification and art projects present an appealing **IMAGE** to potential customers, tenants, and investors. **ENHANCE** Grants offer up to \$500 matching grants for paint and fix-up, signage and awnings. **ELEVATE** Facade Grants offer up to \$20,000 matching grants for facade improvement. Our **DESIGN** and **BEAUTIFICATION** program works with the city to improve our downtown through graffiti and pigeon control, floral and tree planters, banners, and overall **CLEANLINESS**.

ECONOMIC VITALITY



ECONOMIC VITALITY involves analyzing current market forces to develop long-term solutions. Sharpening the competitiveness of our traditional merchants, recruiting new businesses, creatively converting unused space for new uses, promoting downtown living, and **NEW BUSINESS** assistance program are examples of our initiatives. We work to foster an entrepreneurial spirit and a downtown district that grows greater each day. **LAUNCH LA CROSSE** offers assistance programs for new business start-up, incubation and expanding businesses. This program works to cultivate small business and fill empty storefronts. **IGNITE** New Business Grants offer up to \$5,000 in a competitive new business grant contest. **ACCELERATE** Business Grants offer up to \$5,000 in a competitive existing business grant contest.





KEYSTONE INVESTORS

The involvement and cooperation of businesses are the central key to success and the foundation to continue the growth of Historic Downtown for the future.

- Business listing in the brochure and Annual Report.
- Annual recognition in e-newsletter.
- Listing recognition on banner at the Annual Meeting.
- Sponsorship listing on the DMI website.

LAMPLIGHT INVESTORS

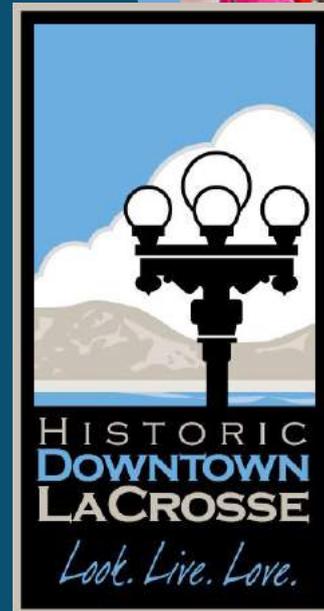
The shared vision and spirit of cooperation lights the way to greater opportunities to expand the reach of Historic Downtown while looking to the future.

- Business listing in the brochure and Annual Report.
- Annual recognition in e-newsletter.
- Listing recognition on banner at the Annual Meeting.
- Free business description in the Downtown Brochure.
- Sponsorship logo on the DMI website.

LANDMARK INVESTORS

Only with substantial, long-term commitment can Historic Downtown build a lasting reputation as a preferred destination for business, residential growth, and a center for culture, arts and entertainment.

- Business listing in the brochure and Annual Report.
- Annual recognition in e-newsletter.
- Logo recognition on banner at the Annual Meeting.
- Free business description and logo in the brochure.
- Premier sponsorship logo on the DMI website.
- One month of spotlight rotation on the website.
- Sponsorship recognition of one DMI event per year.



In 2002, Downtown La Crosse was awarded the prestigious Great American Main Street Award from the National Trust for Historic Preservation for the community's efforts at revitalizing and growing the downtown district.

DOWNTOWN MAINSTREET, INC.

500 Main Street, La Crosse, Wisconsin 54601

608-784-0440

LACROSSEDOWNTOWN.COM



OUR MISSION

"The mission of Downtown Mainstreet Inc. is to ensure ongoing economic development while cultivating a revitalized downtown."

MEMBERSHIP

"Our vision is to promote a vibrant downtown that enriches our businesses, embraces our history, celebrates our culture, and captures the spirit of our community while enhancing the vitality of our entire region."

- Individual Member.....\$50.00
- Cornerstone Member.....\$200.00
- Keystone Investors.....\$500.00
- Lamplight Investors.....\$1000.00
- Landmark Investors.....\$3000.00

Business _____

Contact _____

Address _____

Phone _____

Email _____

I am interested in the following programs:

- Gift Certificate Program
- Visitor Coupons
- Employee and Student Discount Cards

I am interested in the following workgroups:

- Organization and Membership
- Promotions and Events
- Design and Beautification
- Economic Vitality
- Downtown Volunteers

DOWNTOWN MAINSTREET MEMBERSHIP

2017 NEW MEMBER

- Individual \$50 yearly Cornerstone \$200 yearly Keystone \$500 yearly Lamplight \$1,000+ yearly Landmark \$3,000+ yearly

Individual/ Business Name: _____

Business Owner: _____

Contact Person: _____

Address: _____

Business Phone: _____

Number of Employees: _____

To receive the correct number of employee discount cards.

E-Mail Address(s): _____

Website Address: _____

Hours: _____

Website information: Please provide a description of your business. Please send logo along with up to four color photographs for your web page to: downtownmainstreet@lacrossedowntown.com

MEMBERSHIP BENEFIT PROGRAMS

Please indicate if you would like to participate in the following FREE membership benefit programs.

- Gift Certificate Program - We want to be on the Historic Downtown Gift Certificates.

Downtown Mainstreet, Inc., will only reimburse those businesses that are members for full amount. Merchants are encouraged to provide cash back change to ensure proper and full reimbursement.

- Downtown Discount Card: Same as last year Discount Listed Below:

This discount card is good for Downtown Mainstreet Member Employees, Downtown Residents, UWL, Western, and Viterbo Students, Veterans, Military Personnel, Police Officers, and Firefighters.

- Visitor Discount Card: Same as last year Discount Listed Below:

This is a single use discount card given to visitors to downtown La Crosse.

Signature: _____ Date: _____

Please call or email if you have any questions or need samples of any of the above programs.

Thank you for your membership.

P: 608-784-0440 ♦ E: DowntownMainstreet@LacrosseDowntown.com

WWW.LACROSSEDOWNTOWN.COM