

WHAT IS MAIN STREET?

So who are we?
What is Main Street?
Allow us to give a
brief Main Street 101...

It's important to understand the purpose of the Main Street organization and how it works together with the City of Lake Wales. Main Street's goal is to develop and preserve the economic, cultural and historic qualities that make downtown the heart of our community. We believe our historic downtown district is what makes us, unique. We celebrate our rich history while restoring our historic structures for the next generation. Our vision is to be the home and garden, cultural, entrepreneurial destination, and dining center of Lake Wales's historic district," offering a community wide approach towards celebrating Lake Wales's unique identity while understanding its history in order to plan for the future. A healthy and vibrant Downtown is the key to a community's success...because Downtown belongs to the entire community. Part of the Main Street philosophy is that downtown belongs to the entire community. Everyone has a stake and a role to play in the revitalization of their downtown. Lake Wales Main Street, Inc. is a not-for-profit 501(c)(3) organization involving the entire community where the objective is to improve the image of downtown by facilitating change and growth. We follow the National Main Street Guidelines and approach. We have four committees sure to cover all demographics and interests.

ORGANIZATION:

Building partnerships to create a consistent revitalization program and develop effective management and leadership downtown. Diverse groups - merchants, bankers, public officials, the chamber of commerce and civic groups - must work together to improve downtown.

PROMOTION:

Re-establishing downtown as a compelling place for shoppers, investors and visitors. This means not only improving sales but also rekindling community excitement and involvement. Promotions range from street festivals to retail merchandising, from community education to marketing and public relations.

DESIGN:

Enhancing the visual quality of the downtown. Attention is given to the downtown environment elements - not just buildings and storefronts but also public improvements, rear entries, signs, landscaping, window displays and graphic materials.

ECONOMIC VITALITY:

Strengthening the existing economic assets of the business district while diversifying its economic base. Activities include conducting market analysis to understand the changing market place, adapting vacant buildings that have outlived their original purposes for use as entertainment or cultural facilities and sharpening the competitiveness of Main Street's traditional merchants.

GOALS FOR LAKE WALES MAIN STREET ARE:

- 1) Accreditation 2018
- 2) Fund and implement a Downtown Development Strategy to stimulate private investment.

EVENTS AND PROJECTS INCLUDE:

- 1) Monthly Food Truck Rally's
- 2) Antique Car Show
- 3) Farmers Market 2nd & 4th Saturdays of the month
- 4) Implement the Benefactor Program
- 5) Quarterly Downtown Newsletter
- 6) Coordinate an Annual Meeting

MARKET VALUE

LAKE WALES MAIN STREET BENEFACTOR

Measured Market Value For \$2,500 Sponsor

ITEM	QUANTITY	# of IMPRESSIONS	VALUE (CPM*)	TOTAL
Posters with logo	200	280,000 ¹	\$40.00	\$11,200.00
Flyers with logo	5000	100,000	\$40.00	\$4,000.00
Lake Wales Main Street (newsletter)	4	20,000	\$150.00	\$1,000.00
Constant contact	2	8,000	\$1.50	\$12.00
Social Media**	20	100,000	\$1.50	\$150.00
Banner on-site	17	7,300	\$100.00	\$730.00
On-site Booth (10 x 20)	17	7,300	\$100.00	\$730.00
Emcee Recognition	12	3,000	\$50.00	\$600.00
Farmers Market Bags	500	1,000	\$100.00	\$100.00
		526,600 Impressions +		18,522.00

Business will receive **7.41 times return on their investment** as a Benefactor plus:

- Listed as a Sponsor of the Downtown Development Strategy
- Valued Community Partner in the revitalization of downtown
- Product/Development Sales
- Booth with opportunity for database development and qualified sales leads
- Added Sponsorship for ALL upcoming events not listed
- 24 Farmers Markets
- Company Logo on Farmers Market Bags
- 5 Food Trucks Events (posters, banner, social media, email)
- 4 Main Street Newsletters (emailed, social media, printed)
- Listed as a Benefactor on Main Street Website with a link to your company website

**LAKE WALES
MAIN STREET, INC.**

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*CPM – Cost Per Thousand **Social Media includes: website, Instagram, Twitter, and Facebook
1 Posters: QTY x DAYS x #PEOPLE = impressions (100 posters for 14 days, 100 people visiting each location each day = 100 x 14 x 100 = 140,000 impressions)



WHY SUPPORT DOWNTOWN?

**IMPROVED
IMAGE!**

**INCREASED
BUSINESS**

**HEALTHY
ECONOMY**

**Attract
and retain
employees!**

**SENSE OF
PRIDE**
in downtown

**ENHANCED
MARKET
PLACE!**

(shopping locally)

**SOCIAL/CULTURAL
ACTIVITIES!**

**HISTORICAL
AWARENESS!**
*preservation of
architecture and
human history!*

Sense of hometown community!

**Tax dollars
stay in the
community!**

**HOME
VALUES
increase!**

**Opportunity
to participate/
volunteer!**

Quality of BUSINESS!

IN SUMMARY, THERE ARE PLENTY OF REASONS TO BECOME
A BENEFACTOR, YET THEY ALL COME DOWN TO ONE:

QUALITY OF LIFE!



WHY BE A BENEFACTOR?

Dear Community Supporter:

We hope that your company will seriously consider becoming a Lake Wales Main Street Benefactor. Everyone has a stake in the revitalization of downtown Lake Wales. As a Benefactor your company will be recognized as a leader and applauded for the roll it plays in supporting the community.

Largely through the efforts of Main Street, The City of Lake Wales and our sponsors, downtown has begun the revitalization process. With the City of Lake Wales behind us every step of the way and companies like yours supporting our efforts, we are well on our way to the public/private partnership needed to plan for downtown's future.

We would be delighted if you would join our current group of Benefactors. The Benefactors' investment in Lake Wales Main Street provides momentum that ensures long term positive growth. Your return on investment is found in the marketing opportunities but perhaps the biggest return is a vibrant downtown serving as the economic engine for the entire community.

Main Street's Board of Directors and I personally would be honored and proud having your company as a Benefactor. Thank you for considering and contemplating this investment in Downtown Lake Wales, the core of our community.

Sincerely,

Karen Thompson
Executive Director

Rusty Ingley
President

Ryan Buskirk
Vice President

