

Mainstreet Organization Committee



Mainstreet Organization Committee

The backbone of MainStreet, the Organization Committee keeps everything running smoothly behind the scenes. From shaping the mission and structure of the organization to recruiting volunteers and organizing fundraising efforts, this committee ensures long-term stability and growth.

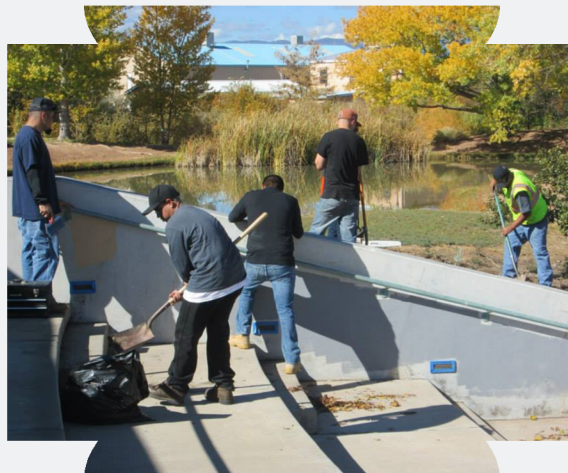


Committee Duties

- Develop policies and procedures
- Maintain membership lists
- Create work plans
- Recruit volunteers
- Lead fundraising (grants, sponsorships, memberships)

Responsibilities

- Mainstreet Bingo Event
- Friends of Mainstreet Program
- Mainstreet Open House
- Grant Writing
- Fundraising events
- Creating select job descriptions



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Mainstreet Promotion Committee



Mainstreet Promotion Committee

The Promotion Committee brings the energy. They market downtown as the heart of the community through events, campaigns, and business spotlights. This committee is all about attracting shoppers, tourists, and investors by sharing the story of downtown.



Committee Duties

- Plan events and business promotions
- Develop branding and marketing campaigns
- Promote downtown as a hub for shopping, services, and fun
- Attract visitors, shoppers, and investors

Responsibilities

- Event Branding Campaigns
- Marketing Campaigns
- Small Business Promotions
- Shop Small Events
- Mainstreet Promotion



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Mainstreet Design Committee



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Focused on how downtown looks and feels, the Design Committee works to enhance public spaces and preserve local character. By supporting beautification projects and working with property owners, designers, and planners, this group helps shape a welcoming and attractive community image.



Committee Duties

- Improve downtown appearance and aesthetics
- Work on landscaping, signage, lighting, and parking
- Partner with architects and planners
- Help property owners with design
- Preserve local history and charm

Responsibilities

- Design initiatives
- Santa Fe Ave redesign
- Mainstreet Lighting
- Community Cleanups
- Facade Improvements
- Streetscapes and Landscapes



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Mainstreet Economic Vitality Committee



Mainstreet Economic Vitality Committee

This committee works to strengthen the local economy by supporting small businesses, analyzing market trends, and attracting investment. They help make downtown a strong and stable place to do business through data, strategy, and partnerships.



Committee Duties

- Support small businesses owners
- Gather local economic data
- Attract new business & investment
- Create tools and incentives for economic growth
- Help improve the retail and service mix downtown

Responsibilities

- Small Business Workshops
- Business Luncheons
- Business Recruitment
- Business Opportunities on Main Street (BOOMS) tracker
- Business Promotion



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