



Main Street Mount Vernon

The Intersection of Commerce and Culture

MISSION

To create and enhance the economic, historic and social development of the central business district and downtown Mount Vernon.

VISION

That downtown Mount Vernon and the central business district will be the choice for shopping, dining, entertainment, recreation and tourism in Ohio.

HISTORY

In the 1940's, Mount Vernon's beautiful and historic downtown was served by the Downtown Merchant's Association (DMA). Members worked hard to plan events to bring people downtown to shop.

As the nation's economy shifted following WWII, patterns of development and increasing reliance on the automobile resulted in large shopping areas being created at the edges of most communities across the nation. Downtowns were hit hard, with many stores closing and buildings falling into disrepair. The makeup of many central business districts was also changing, with professionals such as accountants, attorneys, doctors and insurance agents occupying many of the spaces once used for retail or apartments.

Visionary leaders of the DMA realized that the group needed to evolve to address the complex issues facing America's downtowns and include a wider range of interests that could have a positive impact.

In late 1990, community leaders formed the Heritage Centre Association and began tackling issues such as parking, security, appearance of buildings, traffic flow, marketing and planning. In January of 2017, HCA was renamed Main Street Mount Vernon.

MSMV is governed by an executive board with committees including Organization, Promotion, Design and Business Enhancement.

Membership

JOIN THE TEAM!

Support downtown Mount Vernon and a vibrant community by becoming a member of MSMV. Select the appropriate level, fill in your information and return this form to the MSMV office. You may also sign up and make your payment at our website at www.mainstreetmountvernon.com.

MEMBERSHIP LEVELS

Personal

Individual/Family \$50

Nonprofit

Small (budget under \$150,000/year) \$50

Large (budget over \$150,000/year) \$150

Business

Small (5 or fewer full-time employees) \$100

Medium (6-15 full-time employees) \$130

Large (16+ full-time employees) \$300

CONTACT INFORMATION

Company: _____

Primary Contact: _____

Address: _____

Phone: _____

Email: _____

Website: _____

How did you hear about us? _____

PAYMENT OPTIONS

- Please invoice my company
- Check enclosed payable to Main Street Mount Vernon
- Charge my credit card

Card Type: _____

Card Number: _____

Expiration Date: _____

Three-Digit Security Code: _____

Please remit to: Main Street Mount Vernon
102 South Main Street
Mount Vernon, OH 43050

Questions? 740-393-1481



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Benefits

TANGIBLES

ITEM	VALUE
Website listing: average 150 individual visits/week = 7,800/year x \$0.10	\$780
Kiosk directory listing (if located in Central Business District): 300 days x 3 visitor views = 900 10 days x 500 visitor views = 5,000 5,900 views x \$0.10/view	\$590
Kiosk advertising/event fliers: up for 30 days x 3 visitor views = 90 views x \$0.10	\$90
Downtown Shopping Guide bold listing with address, telephone, web address (for those located in Central Business District): 3,000 distributed to 35 central Ohio tourism locations x \$0.10/brochure	\$300
Downtown Shopping Card listing (limited to members only, located in Central Business District): 3,000 distributed to member stores x \$0.10/card	\$300
Member news included in the monthly newsletter: Sent to an average of 625 people x \$0.30 x 12/year	\$2,250
Heritage Ohio one-hour webinars: \$25/webinar x 15	\$375
Heritage Ohio quarterly day-long trainings: \$50 training x 4	\$200
Inclusion of your publication in our "visitor center": average 780 visitors/year x \$0.50/visit	\$390
Monthly networking meeting: \$25/event x 12	\$300
Booth at First Friday: \$75 non-member set up fee x 6 events	\$450
Electronic subscription to "Retail Minded" magazine: 4 issues per year	\$50
TOTAL	\$6,075

OTHER PARTNERSHIPS IN SUPPORT OF DOWNTOWN

- Downtown street/light pole banners
- First Friday sponsorships
- Second Saturday winter events
- Christmas Walk/Parade sponsorships
- Rubber Duck river Race sponsorships
- Baskets in Bloom sponsorships
- Shamrock & Roll sponsorships
- Monthly networking meetings

INTANGIBLES

- Supporting the creation and enhancement of economic, social and historical development of downtown Mount Vernon
- Improving commercial and residential property values
- Aiding in retention and recruitment of businesses and employees
- Partnership with Heritage Ohio in:
 - Searching for tax benefits and grant funding sources
 - Using their network of experts and Main Street managers
- Increasing sales: attractive downtown increases traffic in stores; more sales equal more tax money, which leads to even more improvements