



**DT
MB**

HISTORIC
**DOWNTOWN
MELBOURNE**

MELBOURNE MAIN STREET



Melbourne Main Street
WORKS FOR YOU!



WHEN WE ALL CONTRIBUTE, **EVERYBODY WINS.**

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Historic Downtown Melbourne BACK THEN, AND NOW

Downtown Melbourne landed on the map in the 1800s due to its ideal waterfront location on the Indian River Lagoon and protected Crane Creek harbor. The history is still beautifully intact, while the district continues to flourish with an eclectic mix of arts & culture, outdoor recreation, special events, and local businesses committed to Melbourne Main Street's vision for the future.

Melbourne Main Street ALL ABOUT TOMORROW

Melbourne Main Street, Inc. is a 501(c)(3) non-profit organization dedicated to revitalizing and enhancing the economic growth of Historic Downtown Melbourne. An essential component of that progress is the cultivation of partnerships within our business community. Each and every business partner is critical to fueling our mission of strengthening and showcasing Downtown Melbourne's unique atmosphere and characteristics.

We want to build upon our reputation as a preferred destination for authentic experiences, while encouraging the growth and appeal of our business mix to a new generation of customers.

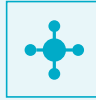
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Focal Points

Using these four basic directives as guidelines, we will produce measurable success over time.



ADVOCACY: Melbourne Main Street leadership works behind-the-scenes on behalf of downtown property owners, businesses, residents, and visitors. For example, we advocate for funding from the City of Melbourne to address landscaping, beautification, safety, police presence, homelessness, and transformational projects. We are your voice for Downtown Melbourne transformation.



MARKETING: Melbourne Main Street leadership has the professional experience and cooperative ability to cultivate the best ideas to position Downtown Melbourne as (1) a daily stop for local clientele and (2) a must-do destination for out of town visitors. A small portion of every member’s annual investment is directed to promoting the entire area in a cooperative fashion.



IMAGE EVOLUTION: We are not starting from scratch — we have a solid foundation from which to build upon. This partnership is about the future. We work together to set priorities, put plans in motion, and stay one step ahead of current trends and customer expectations.



SUSTAINABLE ECONOMICS: To achieve a cyclical economy, there are two sides of development we focus on: (1) Commercial Development to ensure storefronts are filled with like-minded businesses that fit a quality profile, and (2) Community Development to create a welcoming environment and an authentic customer experience in regards to financially-qualified clientele.

A consistent revitalization respects the past, but looks 5-10 years ahead.

Exclusive Membership

BENEFITS & OPPORTUNITIES

	\$200 /YEAR	\$500 /YEAR	ADD-ONS¹
	BASIC	ELITE	
Window Cling	✓	✓	
Detailed Business Listing on Website (Logo & Description)	✓	✓	
Quarterly Visitor's Guide: Business Highlight	✓	✓	
Event Co-Ops: Special Sponsorship Rates & Packages	✓	✓	
Opportunity to Serve on Committees	✓	✓	
Social Media: 4 Dedicated Promotional Posts ²	✓		
Social Media: 6 Dedicated Promotional Posts ²		✓	
Botanical Fest Event: Hibiscus Level Sponsor		✓	
Candlelight Shopping Event: Downtown Level Sponsor		✓	
Street Level Wayfinding Directional Sign ³		✓	✓ \$100 EACH
Visitor's Guide Ad ⁴			✓ 10% OFF
Visitor's Guide Feature Story: 2-page Article & Photos ⁵			✓ \$500
Email Newsletter Spotlight ⁶			✓ \$150
Advertising Co-Ops			✓
3-month 300x250px Ad on Website Homepage			✓ \$300
3-month 300x250px Ad on Website Subpage			✓ \$225

Benefits last 12 months from date of purchase. ¹Add-ons are only available with purchase of Basic or Elite memberships.

² Member provides graphic/photo and content. ³ Max 4 signs. ⁴ Must prepay for 2 editions.

⁵ Limit one per 24 months, collaborate on photos and content. ⁶ Limit one per 6 months.



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MELBOURNE MAIN STREET

Become a Melbourne Main Street Member Today!

Collectively, we can make a huge impact.



SIGN UP AT

DowntownMelbourne.com/member

For details on our **Corporate Partner Program**, please contact info@downtownmelbourne.com

Join the Team

THE FUTURE IS OURS TO BUILD

As a business owner in Downtown Melbourne, you have an exclusive opportunity to be part of a collaborative effort that not only showcases your specific business, but expands economic activity throughout the district for the greater good of your neighbors and friends, too.



Let's Get Started.

Contact Melbourne Main Street for more membership details, or sign up directly at the web address below.



MELBOURNE MAIN STREET

2004 Vernon Place
Melbourne, FL 32901

321.724.1741

info@downtownmelbourne.com

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