

I want to help Marengo Main Street by volunteering in the following area:

- ___ Organization committee
- ___ Economic Restructuring committee
- ___ Promotions committee
- ___ Design committee
- ___ “Single event” volunteer

The four committees each meet once a month, for 1-2 hours. There may be additional meetings needed as a major event approaches.

Name _____

Address _____

City _____ State _____

ZIP _____ Phone _____

Email: _____



These four volunteer groups are the heart of every Main Street community...



Organization Committee-- gets everyone working toward the same goal and assembling the human and financial resources needed to implement a Main Street revitalization program. This is the administrative committee—making sure everything proceeds on schedule.

- **Go-getters and “admin types,” this is your group!**
- promotes the program to the public; recruits and rewards volunteers
- develops fundraising plan, gathers funds from key supporters
- establishes relationships with other entities—city government, civic organizations, etc.

Design Committee— this committee works to get Main Street into top physical shape. Historic preservation is key.

- **Artists, architecture buffs and preservationists welcome here!**
- creates an inviting atmosphere through attractive window displays, parking areas, building improvements, and streetscaping
- instills good maintenance practices in the commercial district, and encourages appropriate new construction, developing sensitive design management systems and long-term planning

Promotion Committee— markets the district's unique assets to bring people downtown. Sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district.

- **The party-planning people!**
- creates a positive image through advertising, retail promotional activity, and special events carried out by local volunteers
- these activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area

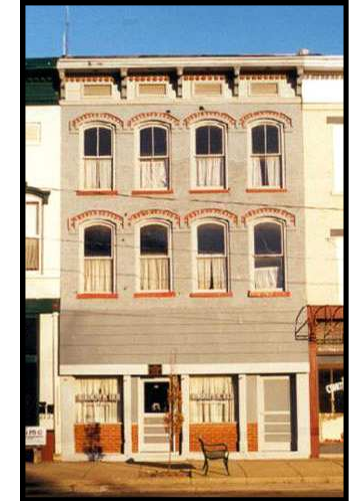
Economic Restructuring Committee— improves the downtown's economic base by assisting and recruiting businesses.

- **“Bean counters” and “idea people”—we need you!**
- conducts and analyzes marketing surveys to determine what businesses the town wants and needs
- works to convert unused or underused commercial space into economically productive property also helps boost the profitability of the district

Neighboring Main Street communities:

Crystal Lake	Harvard	Rockford	St. Charles
Elgin	Genoa	DeKalb	Mundelein

How to go from this...



to this



With Main Street, we can!

Marengo Main Street, Inc. is a member of the non-profit Illinois Main Street program. **Our goal is to revitalize downtown, preserve historic buildings, and keep businesses in business.** Having a unique, local place to shop will benefit not only the business and building owners, but also the entire community.

That's the big difference between Main Street and other organizations like the Chamber of Commerce and Economic Development Commission.

While they focus on Marengo's business community, **Main Street is a volunteer program open to participation from everyone in town.** Whether you're a working parent, middle school student or retired executive, we want you to join us as we bring new life and new ideas to Marengo.

Being selected as a Main Street community isn't easy—our application to the program is ¾" thick!—but Marengo won acceptance in November 2006. That means we've joined 68 other Illinois Main Street communities in one of the nation's most successful state programs.

Putt-Putt Day was our first big Main Street event. It was a huge success, and we will build on that success as we enter our second year as a Main Street town. Settlers Days, downtown Christmas trees and (of course) Putt-Putt 2008 are already on our calendar for the coming year.

Please join us as either a partner or volunteer. Let's work together to make Marengo a great place to shop, visit, and live!

Executive Director
(815) 568-8440

What Main Street means to you...

If you're a Marengo resident...

- protection of property values
- overall improved economy
- more activities and opportunities for children and teenagers
- local access to goods and services
- more local employment opportunities
- more social interaction
- opportunities for leadership and volunteerism
- sense of "belonging..."

If you are a downtown business owner...

- larger customer base
- upgraded retail environment
- opportunities for cross-promotion
- business growth and expansion

If you own a business outside downtown...

- more visitor traffic to Marengo
- increased business through a healthier local economy
- more dollars circulating from locally owned businesses
- opportunities for cross-promotion
- improved environment for employees
- easier recruitment of key personnel

If you're a downtown property owner...

- increased occupancy rates
- higher rents
- opportunities to turn undeveloped space into income-producing property
- less risk of vandalism and fire
- access to grants, loan programs, and tax credits

...a town to be proud of

Illinois started its Main Street program in 1993.

Since then, the 69 Illinois Main Street towns have reported net gains of:

- more than 1,500 new downtown businesses
- 3,200 new full-time jobs
- 2,400 new part-time jobs
- more than \$123 million in public improvements
- over \$411 million in private reinvestments in their downtowns

For more information, call our office at (815) 568-8440
or visit one of these great websites:

Main Street is a federal program under the direction
of the National Trust for Historic Preservation.

Here's their site: <http://www.mainstreet.org>

The homepage of the Illinois Main Street program:
<http://www.standingupforillinois.org/mainstreet>



Cover photo: Randolph Rich Law Office,
Marshall, Illinois

To see more "before & after" photos, visit
<http://www.illinoishistory.gov/ps/implemented.htm>

Please join us! Help rejuvenate our business district, and ensure the preservation of our community for future generations.

You can count on me for the following contribution:

Business Partners (Annual Investments)

___ "Key to Downtown" 5000.00+
___ Level 1 \$2500.00
___ Level 2 \$1000.00
___ Owner/Operator \$300.00
___ Owner \$250.00
___ Operator \$150.00

___ Private Donation (one-time)

For information on establishing an endowment,
please contact the Marengo Main Street Office.

Name _____

Business _____

Address _____

City _____ State _____

ZIP _____ Phone _____

Check

Credit Card ___ Visa ___ MasterCard

Name as it appears on card:

Card number: # _____/_____/_____/_____

Expiration Date: ____/____/_____

Address for contributions: Marengo Main Street,
116 S. State Street, Marengo, IL 60152 or call 815-
568-8440 and we'll come to you.

**THANK YOU FOR SUPPORTING
MARENGO MAIN STREET!!**