

Dear Sir or Madam,

Over the past 20 years, your support in Emporia Main Street has resulted in over \$55,000,000 in community reinvestment, new businesses, new jobs, business expansions and a sustainable direction for the Emporia community. For the Emporia Main Street 20th Anniversary, we want you to become an even bigger part of our collective Emporia vision. This vision includes new and better ways to introduce entrepreneurs to the market through incubation, better ways to recruit the right kinds of businesses to vacancies and more opportunities for your business to gain positive exposure to the public to market your goods and services. The following are simply a few ways we help Emporia on a yearly basis and reasons to get involved with Emporia Main Street.

Business Development- Existing businesses come to Emporia Main Street for support through technical training in areas like social media, floor planning, window displays, market trends, distribution and cooperative integration. We produce weekly e-news articles *designed to give your business, organization and community the opportunity to succeed*. Our network of partner organizations throughout the Midwest allows access to information necessary for success in today's market. Emporia Main Street understands that giving you information that allows the development of a better organization saves you time and money while allowing for growth. We only succeed when you do, and we are committed to your success.

Incentives- You asked for more help in growing your organization, maintaining community structures and allowing you to develop tools that allow you to compete in today's world. Emporia Main Street continues to respond to your requests by loaning out a record amount of zero interest loan funds, researching and utilizing new energy efficiency funding mechanisms and supporting the formation of a historic district. *No group works harder to develop specific incentives that benefit YOU*. Through continued research and development, Emporia Main Street works to identify new funding mechanisms that aid new businesses, business expansion or simply maintaining structures more efficiently.

Promotion- Whether it is aiding in the expansion of the Dirty Kanza to generate a massive nationwide following, aiding promoters of the Glass Blown Open Disc Golf Tournament, growing the Great American Market, holding the largest ever "Welcome Back Block Party" for area students or creating 37% growth for "The Taste", *Emporia Main Street is committed to bringing consumers to the community*. Individual businesses can utilize access to crowds for individual marketing, and fostering growth of community events allows creative and hard working businesses the ability to market to an area audience. Events like Midnight Madness, Summer Sale and printed materials like our coupon guides and dining guides offer free publicity specifically designed to make registers ring. More Emporia Main Street gift certificates were used last year than ever before, and member businesses keep 100% of gift certificate proceeds. Beyond events and printed materials, Emporia Main Street is the leader in explaining WHY shopping local is important, the impact of local businesses on the economy, the importance of entrepreneurship and the absolute necessity to grow and develop our own unique businesses.

Community Development- Whether Emporia Main Street is aiding businesses through a difficult Water Main project, aiding developers with exciting new projects like the Kellogg Plaza and Lofts or helping with the transition of many home based businesses into new store fronts, Emporia Main Street is the leading organic growth organization in Emporia. As a founding member of the “Start Your Own Business” class and a primary stop for many new businesses, no organization works harder to fill our pre-existing commercial locations in Emporia. We continue to work hard to fill vacancies with strong businesses and aid businesses open to our assistance as *Emporia Main Street seeks to strengthen Emporia.*

Aesthetics- 17 clean ups last year removed 54 bags of trash from the downtown area alone. Facilitating activities like the “adopt a garden” project, aiding in conceptual design assistance, providing cash grants for external building improvements through fundraisers, offering labor in design projects and promoting proper building design does more than make the community “look pretty”. *Proper design encourages investment, helps businesses attract and retain customers and builds community pride.* No business organization engages the science of design for the benefit of the community like Emporia Main Street.

Leadership through Service- At Emporia Main Street, we don’t just talk about problems, *we work hard to build solutions shoulder to shoulder with community volunteers.* With a very small staff and a conservative budget, we make every dollar count to create tangible results for the community. Our work isn’t always glamorous, but positive results often come from getting a little dirt under your fingernails. We do our homework and work to find realistic solutions FOR YOU. Through individual consulting, event expansion and working with community volunteers, we go beyond 9 to 5 because you do too. We seek to amplify your voice on various issues and seek solutions to problems YOU identify.

There are many other reasons to join Emporia Main Street; certainly more than I can provide in a letter. We appreciate the nearly 200 members from throughout Emporia that trust us on a yearly basis to work hard for them. We love the diversity of our volunteers, in every age, gender and socio-economic position that work with Main Street to improve our community. We have a lot of work ahead of our organization to produce a sustainable community with the jobs, development, and economic diversity we know we can achieve with your help. *Please become a member of Emporia Main Street for the coming fiscal year. Get involved in an organization making a real difference. Help us improve Emporia. Be a part of our vision.*

Sincerely,

Casey Woods
Emporia Main Street