



I would like to volunteer for Emporia Main Street. Check all that apply

Special skills that may be a benefit to Emporia Main Street: ie people skills, grant writing, able to do physical labor, etc. \_\_\_\_\_

**Design** (2<sup>nd</sup> Wednesday of every month at noon in the Main Street office) getting Main Street into top physical shape. Capitalizing on its best assets such as historic buildings and pedestrian-oriented streets is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping, conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.

**Promotion** (2<sup>nd</sup> Wednesday of every month at 8am in the Main Street office) 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. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.

**Business Enhancement** (4<sup>th</sup> Wednesday of every month at 8am in the Main Street office) strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district

I do not want to be on a committee but would volunteer for specific events or smaller activities if contacted.

I am interested in specifically helping with: \_\_\_\_\_

Contact information: Name \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please mail form to Emporia Main Street 12 E. 5<sup>th</sup>, Emporia, KS 66801 or fax to 620-340-6434