



# MICHIGAN CITY MAINSTREET ASSOCIATION

## ANNUAL MEMBERSHIP FORM

Please complete the following information and mail this form along with your check made payable to:

**MICHIGAN CITY MAINSTREET ASSOCIATION**

**Attn: Organization Committee**

**P.O. BOX 442**

**MICHIGAN CITY, IN 46361-0442**

Business/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Please provide a 25-word description of your business or organization...

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Hours of Operation: \_\_\_\_\_

Admission Fee: \_\_\_\_\_

**Dues: (check one)**

- \$35.00 Individuals and Not-For-Profit Organizations
- \$50.00 Business (2-5 employees)
- \$100.00 Business (6-20 employees)
- \$300.00 Business (21 or more employees)

Employees include all full or part-time employees.

**Check all appropriate categories:** ✓

Accommodations	<input type="checkbox"/>
Arts & Events	<input type="checkbox"/>
Attractions	<input type="checkbox"/>
Dining & Nightlife	<input type="checkbox"/>
Professional Services	<input type="checkbox"/>
Meetings/Banquets	<input type="checkbox"/>
Recreation	<input type="checkbox"/>
Shopping	<input type="checkbox"/>
Visitors Services	<input type="checkbox"/>
Other: _____	<input type="checkbox"/>

**Please check the committee(s) you wish to participate in:**

**\_\_ Design:** Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems and long-term planning. The look of downtown, its streets, signs, buildings and store interiors is unique to each Indiana community. Main Street's goal is to work with all these elements to create a friendly, attractive place that will draw in visitors and businesses.

**\_\_ Organization:** Building consensus and cooperation among the many groups and individuals involved in the revitalization process. To ensure a self-reliant, broad-based, long-lasting downtown revitalization program, the entire community must rally around the idea. Cooperation from both the public and the private sector is critical to achieve visible results. In addition, a separate staff and business solely dedicated to downtown revitalization is key to achieving long-term, large-scale results. This includes membership efforts.

**\_\_ Promotion:** Marketing the commercial district's assets to customers, potential investors, businesses, local citizens, and visitors. To keep investors, visitors, and businesses coming downtown, Main Street must reshape the community perspective of downtown as a hub of activity. Successful downtown image campaigns, as well as promotional activities that build upon the community's unique heritage and culture send a consistent, compelling message promoting the downtown area.

**\_\_ Economic Restructuring:** Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development. Main Street's ultimate goal is to create downtowns that are economically viable. Researching the regional market and consumer trends give Main Street organizations a realistic picture of what market mix will work for their downtown. Based on their research, Main Street organizations can begin stabilizing existing businesses and recruiting new businesses to fill the gaps.

*Thank you for your interest in joining the Michigan City Mainstreet Association. We encourage businesses to join us in our efforts to enhance and develop the historic downtown area of Michigan City. We hope you'll be an active member in this association, working with committees to create and implement plans to bring potential customers to the downtown area.*

**The Executive Committee**