

Cherokee Main Street

Our heart is in Oklahoma!

121 E. Main Cherokee, Ok. 73728 E-mail: mainstreet@aec.coop

What is Main Street?

The Four Point Approach

Organization

Organization establishes consensus and cooperation. A board of directors, a full-time director, and volunteer committees make up the organizational structure. The Organization Committee is responsible for membership and fundraising activities in the City of Cherokee.

Promotion

The Promotion Committee is responsible for branding our program and its districts and for promoting members through marketing activities, such as cooperative advertising and promotional events.

Design

The Design Committee is responsible for improving our districts' environment through projects like landscape and façade improvements.

Economic Vitality

The Economic Reconstructing Committee is responsible for business development programs to serve businesses and reduce vacancy.

Main Street's 8 Guiding Principals

Comprehensive- No single focus – streetscape, events or business recruitment – can sustain revitalization.

Incremental – Revitalization begins with simple activities and works toward more ambitious projects.

Self Help- Local leaders must mobilize local services and talent.

Partnerships – Both Public and private sectors have a vital interest and role to play.

Identifying and capitalizing on existing assets – Districts must capitalize on the assets that make them unique

Quality - Focusing on quality projects over quantity maintains a positive image.

Change – Public perceptions and practices can shift to support and sustain the revitalization process.

Implementation – Completing frequent, visible projects displays results.

Cherokee Main Street

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Friends of Cherokee Main Street

(Available to all interested parties residential and non -residential)

Donations of any amount.....

Main Street Associate Merchant /Membership

(Available to businesses and organizations)

Donations of \$100.00 - 250.00

Visionary Membership-

Membership Donation of \$500.00 *and above...*

Advertising, Radio / Newspaper Sponsorship

Gifts by Merchant of \$250

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The Main Street Benefits

All Merchants receive the following from the Oklahoma Main Street Center upon request:

- ✓ **Façade Design Assistance (Value: \$ 175 per hour)**
- ✓ **Interior Design Assistance (Value: \$125 per hour)**
- ✓ **Business Consolation (Value: \$ 200 per hour)**
- ✓ **Educational Opportunities (Value: \$ 65 per training) Members also receive the following local benefits:**

Our Promotion

Cherokee Main Street uses its website, Facebook, printed materials, newspaper, public service announcements, events and more to promote its area merchants. Members are listed on the website and are always welcome to submit information to be shared on the Facebook page or our cherokeemainstreet.org site. Periodically, Cherokee Main Street coordinates cooperative advertising for its members.

Our Participation

Members are provided monthly calendars and updated scheduled events via the website. They are always invited to Main Street meetings which are held the second Tuesday of the month. They are communicated with through email to seek input and are encouraged to serve on committees.

Your Recognition

The Main Street website lists partners' donation levels and links to the website.

The Friends of Cherokee Main Street -

Gifts of up to \$100.00

Facebook and Social Media acknowledgement, scheduled quarterly advertising for your business, banquet recognition, and 4th of July acknowledgement.

Merchant /Associate Membership

Gifts from \$100.00 - \$250.00

Cherokee Main Street website cherokeemainstreet.org lists, displays their logos, and links to their websites. Partners' banners are displayed at public event arenas such as City parks or other event areas. Merchant logos are included in promotional materials, such as event flyers for the Bird and Crystal Festival, the Crystal Car Show, the October Stroll the 4th of July or t-shirt sales if applicable.

Visionary Membership-

Gifts of \$500.00 and above-

These gifts are specific in nature. They will go towards the vision of Main Street for a specific destination of funds. Examples would be for specific areas in the pocket park such as a sound system, stage for the pocket park, or other elements of interest to the individual for the downtown historical district. These contributors will be acknowledged by name/family name in a designated area of Cherokee.

Event -Advertising Membership-

Gifts specifically designed to offset the cost of advertising for Main Street

Advertising is a huge cost for Main Street each year. A suggestion was made to approach individuals on a one time member fee of \$250.00 with the thought to securing 4 entities that would commit for this sole purpose. This amount would then take care of most if not all advertising for the year's events. Business logo will appear on all Main Street newspaper publications throughout the year.

The 2017

❖ Cherokee Main Street Partnership Form

Business Name: _____

Business Website: _____

Contact Name: _____

Street Name: _____

Mailing Address if Different from Above_____

Phone Number/ Cell _____

Partnership Level:

___ **Non– Profit/Memorial (\$100+)**

___ **Merchant /Partner**

___ **Friends of Main Street**

___ **Visionary**

___ **Advertising Affiliate**

Peggy Collins Board President

Cherokee Main Street 121 E. Main Street Cherokee, OK 73728 cell 580 -596-6111

Schaun Aker, Program Director