

Volunteer Committees

Organization—working together to achieve a common goal. Fundraising, Volunteer Recruitment, Program Promotion, Financial Management.

Design— Getting downtown into top physical shape. Building Design Improvement, Design Advice, Long Range Planning, Motivation for Design Improvements.

Economic Restructuring— Finding a new purpose for Downtown Mansfield's enterprises. Identify opportunities for growth, Strengthening businesses, Incentives for building rehab, monitoring performance.

Promotion— Selling the image of Downtown Mansfield through marketing. Understanding the changing market, Identify downtown assets, defining market niche, creating image



Contact our offices if you are interested in volunteering on one of our committees.

Façade Matching Grant Program

Main Street Mansfield offers a matching grant program to help downtown property owners reduce the cost of improving the appearance of their buildings. Grants are available with a match of up to \$2500 per property owner per year.

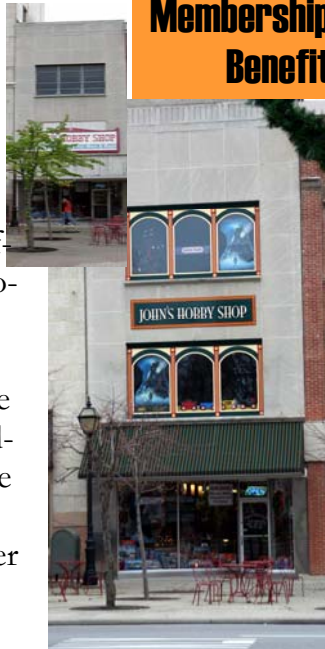
Applications are available at www.downtownmansfield.com or by contacting the Main Street offices.



Downtown Mansfield, Inc.
55 N. Mulberry St.
Mansfield, OH 44902
419-522-0099

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Membership Benefit



DOWNTOWN
MANSFIELD, INC

*Shop ~ Dine
Explore*



*Join us in our efforts
to revitalize
Downtown Mansfield*

Who is Downtown Mansfield?

Downtown Mansfield, Inc. is a non-profit membership organization driven to improve the downtown. Our membership consists of businesses and individuals committed to the redevelopment of our community. *We believe that the heart of a community lies within the Downtown.* Downtown Mansfield, Inc. depends on our members and volunteers who create a pool of resources from which ideas, energy and change are developed.



Community Benefits

Protects and strengthens the tax base

Increases sales revenues to the community

Creates a positive community image

Creates visually appealing buildings

Attracts new businesses

Develops new housing opportunities

Creates new jobs

Increases investment within downtown

Preserves historic resources

Through revitalization efforts, the downtown will experience renewed vitality and enhanced economic performance.

Membership Advantages



Pony Express— Free monthly courier distribution of a collection of 400 fliers to local businesses. Great direct advertising opportunity.

Discounted Advertising- 50%-70% reduced advertising costs through group rates with various media outlets including the Mansfield News Journal, Black Swamp Trader & Gazette, WVNO and Ashland Times Gazette.

Website - Inclusion on our website marketing and business listings, receives 50,000 hits per month.

Seminars - Free attendance at all of our education seminars held throughout the year. Seminars include Business Law, Accounting, Marketing, etc.

Facade Consultation - Free facade consultation through our design committee

Newsletter - Priority press releases in newsletter distributed electronically to over 300 people.

Ongoing Marketing Support- Assistance with Press Releases, Radio advertisements, Ribbon Cuttings and Sponsorship Opportuni-



Membership Agreement

ties.

Name _____

Title _____

Company _____

Street Address _____

Mailing Address _____

City _____

State _____ Zip _____

Phone _____

Fax _____

Email _____

Website _____

Contact our offices for a membership quote. Please enclose a check payable to **Downtown Mansfield, Inc.**