

# TROY MAIN STREET SPONSORSHIP & MEMBERSHIP GUIDE



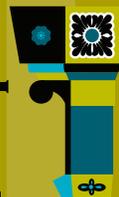
HOME.  
GROWN.  
*Vibrant*



**5** *reasons*  
TO SUPPORT  
TROY MAIN STREET

## TROY MAIN STREET

Home. Grown. Vibrant.



405 SW PUBLIC SQUARE SUITE 231 TROY, OHIO 45373 | 937.339.5455 | [TROYMAINSTREET.ORG](http://TROYMAINSTREET.ORG)  
[INFO@TROYMAINSTREET.ORG](mailto:INFO@TROYMAINSTREET.ORG)

# *Who is Troy Main Street?*

Troy Main Street is a non-profit organization that promotes the economic revitalization of downtown Troy. Through strong economic development, planned historic preservation, continued enhancements, and exceptional programming, Troy Main Street creates a charming, prosperous and interactive downtown Troy. Our vision is for downtown Troy to be the most desirable downtown destination in the Midwest.

Troy Main Street, which is accredited by the National Main Street organization, follows the Main Street Four Point Approach to success:

## **MARKETING**

Troy Main Street's main marketing goal is to position the downtown as the center of the community and the hub of economic activity while creating a positive image that showcases our community's unique characteristics. This is done through highlighting cultural traditions, celebrating and preserving important architecture and history, offering coordinated specials and sales, and hosting special events aimed at changing perceptions of the district and communicating to residents, investors, businesses, and property-owners that this place is special.

## **DESIGN**

A focus on Design enhances the physical elements of downtown while capitalizing on the unique assets that set the commercial district apart. Troy Main Street enhances our downtown's appeal to residents and visitors alike with attention to public space through the creation of pedestrian friendly streets, inclusion of public art in unexpected areas, visual merchandising, adaptive reuse of older and historic buildings, more efficiently-designed buildings, transit oriented development, and much more.

## **OPERATIONS**

A strong organizational foundation is key for a sustainable Main Street revitalization effort. Our focus is to ensure that all organizational resources (partners, funding, volunteers, etc.) are mobilized to effectively transform the community.

## **ECONOMIC VITALITY**

Our work is rooted in a commitment to making the most of our community's unique sense of place and existing historic assets, harnessing local economic opportunity, and creating a supportive business environment for small business owners, entrepreneurs, and innovators. With the nation-wide growing interest in living downtown, supporting downtown housing is also a key element of building Economic Vitality.

## **OUR VISION:**

*To create the most desirable downtown destination in the Midwest.*



# *reasons*

## To support Troy Main Street

REASON  
1

### **WE ENHANCE THE QUALITY OF LIFE.**

Troy Main Street provides the opportunity for people to meet and connect. Our planter program beautifies the area while our events such as farmer's markets, concert series and volunteer opportunities promote community and wellbeing.

REASON  
2

### **WE ATTRACT PEOPLE TO DOWNTOWN.**

Troy Main Street's business recruitment and retention program has helped the downtown maintain a 99% occupancy rate. Our great businesses, popular special events, and artwork, including our Sculptures on the Square series, lead the community and visitors downtown.

REASON  
3

### **WE BELIEVE IN BUILDING DEVELOPMENT.**

With such a strong number of first floor businesses, building owners are increasing office space and residences on upper stories. Troy Main Street works alongside these owners to increase interest in working and living downtown.

REASON  
4

### **WE HAVE A CLEAR VISION FOR THE FUTURE.**

Troy Main Street's vision is for Troy to be the most desirable downtown destination in the Midwest. We are dedicated to promoting business development, establishing a visitor-friendly downtown, and implementing high quality special events.

REASON  
5

### **WE HOST APPEALING DOWNTOWN EVENTS.**

Troy Main Street actively creates opportunities to bring people downtown. We strive to produce events that are more memorable than the year before.

# 2018 DOWNTOWN EVENTS

## FEBRUARY

### TASTE OF TROY TRIVIA NIGHT

Sample food from some of downtown Troy's best restaurants while testing your trivia knowledge. Food, drinks, and prizes abound during this fun-filled evening.

## MARCH

### CHOCOLATE WALK

Browse Troy's downtown merchants' shops while enjoying chocolate bites and dessert samples.

## APRIL

### WALKING HISTORY TOUR

Learn the secret past of downtown Troy as you explore historical buildings.

## MAY

### FINAL FRIDAY SUMMER KICK-OFF

Downtown businesses stay open late while activities, music, and games light the night during our Final Friday Summer Kick-Off.

## JUNE THROUGH SEPTEMBER

### FARMER'S MARKET

This market filled with produce, crafts, baked goods, flowers, and more is held every Saturday morning during the summer.

## JUNE

### FRIDAYS ON PROUTY SUMMER CONCERT

Bring your dancing shoes and enjoy concerts ranging from country to Motown to rock.



A primary focus of Main Street is to generate activity downtown. We actively create and support opportunities for our businesses to pull in customers year-round.



# 2018 DOWNTOWN EVENTS

## JULY

### FRIDAYS ON PROUTY SUMMER CONCERT

Bring your dancing shoes and enjoy concerts ranging from country to Motown to rock.

## AUGUST

### TOUR DE DONUT

Our final Fridays on Prouty summer concert is held in conjunction with the sweetest ride on Earth.

## SEPTEMBER

### FINAL FRIDAY SUMMER SEND-OFF

Downtown businesses stay open late while activities, music, and games light the night during our Final Friday Summer Kick-Off.

## OCTOBER

### HOMETOWN HALLOWEEN

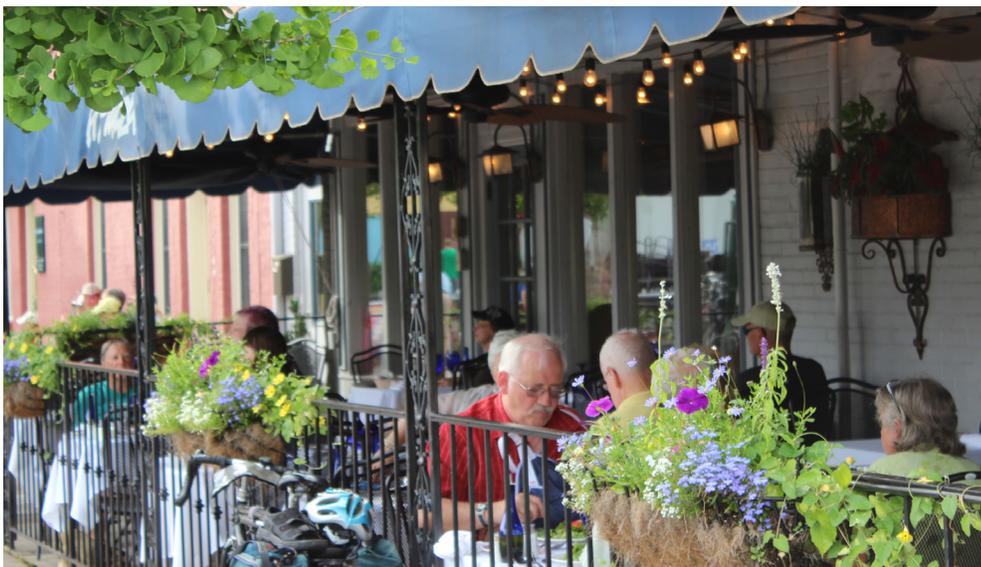
A costume contest, parade, and trick-or-treat with the downtown merchants makes for an adorably haunted downtown.

## NOVEMBER

### GRAND ILLUMINATION

An artisan fair, 'Twas the Month Before Christmas' reading, carriage rides, music performances, and Santa's arrival on a fire truck kick off the annual downtown Christmas tree lighting. This is an event that can't be missed.

Stronger events lead to a vibrant atmosphere which attracts more visitors, residents and employees.



# *Thank you.*

Thank you for your willingness to support Troy Main Street. Every dollar invested in Troy Main Street goes directly into supporting our mission to continually strengthen downtown Troy as a great place to live, work, shop, and celebrate. Recent data has shown that for every \$1 spent to attract people to downtown Troy through marketing and events, we generate \$6.47 of direct spending at local businesses. For every \$1 raised through memberships, sponsorships, private grants, and personal donations, we leverage an additional \$15.10 of reinvestment in the community by connecting the greater Troy area to downtown, building community partnerships, and inviting residents and visitors to shop and explore.

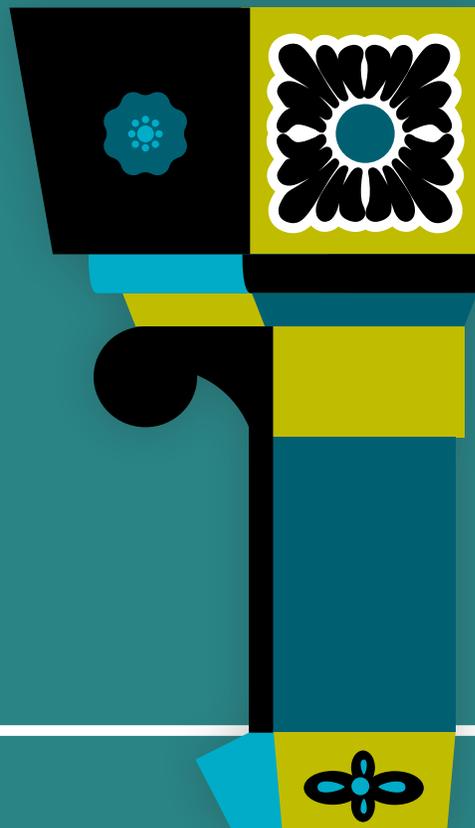
On the right side of the folder you received, you will find three forms concerning sponsorship and membership opportunities. If you have any questions pertaining to these forms and the opportunities they present, please do not hesitate to contact Troy Main Street via phone at 937-339-5455 or via email at [info@troymainstreet.org](mailto:info@troymainstreet.org).

Your support of Troy Main Street truly makes a difference for both downtown Troy and for the community we serve. Thank you again for your support.

Sincerely,

*Nicole Loy*

Executive Director  
Troy Main Street





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desirable downtown  
destination in the Midwest.*

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