

Lapeer Main Street Pledge of Support

The Lapeer Main Street program is a group of dedicated community members, business owners, and volunteers who are committed to preserving the historic significance of downtown Lapeer while enhancing our community and becoming a vibrant destination for residents and visitors to live, shop, work, and play.



What to expect:

If selected to be a Main Street Community, Main Street Lapeer will have access to over \$110,000 in services through MEDC and the Michigan Main Street program. **That's an additional investment of over \$110,000 into our Downtown.** If selected, Main Street Lapeer will use the Main Street Four-Point Approach® (Promotion, Organization, Design, and Economic Restructuring) to utilize these resources.

These services are the tools needed to make downtown Lapeer stronger, more vibrant, and move us forward, while benefiting the entire community.

- MEDC Resource Team visits and, **baseline assessment** of our downtown to ensure our downtown is visitor friendly, walkable, and a place people want to be.
- **Architectural design services** to preserve our buildings and historic assets, while giving some buildings a much needed face lift.
- Retail and residential **market studies** to assist in developing and filling vacant properties in Downtown Lapeer.
- **Retail merchandising** to promote our downtown and increase business traffic.
- **Branding** packages to help Downtown Lapeer stand out in the region
- **Assess and improve** special events, and
- Volunteer **training and development**



Why is it important?

A healthy downtown Lapeer positively affects economic growth and civic pride. Downtown is the heart and soul of the community. It embodies the true heritage and identity of community life.

Your support is important!

By pledging your support to Lapeer's Main street efforts you are helping us demonstrate our overall community support for moving Lapeer forward. You're showing that you understand that a successful downtown is important and benefits the entire community. You're helping us demonstrate that Downtown Lapeer is the heart of the community and we all want it to be successful.

Your pledge of support will:

- Help build Lapeer's future and preserve our Heritage
- Help us to insure a vibrant Downtown Lapeer for years to come.

I want to move forward with Lapeer and do my part!

A) I pledge ___ \$100 ___ \$250 ___ \$500 ___ \$1000 Other _____

For each of the next consecutive 5 years (2017 – 2021) to support the economic revitalization of Downtown Lapeer.

B) A lump sum of _____ to support the economic revitalization of Downtown Lapeer

C) An In-Kind donation of _____ will be provided to the Lapeer Main Street program in 2017

I understand that this pledge is only valid if Downtown Lapeer is accepted into the Select Level of the Michigan Main Street program in 2017. I will fulfill the first pledge of 2017 by April 1, 2017. This pledge can be increased, decreased, extended, or cancelled in writing by contacting the Lapeer Downtown Development Authority (431 N. Court St. #204, Lapeer MI 48446)

Name: _____ Phone Number: _____

Address: _____

Email Address: _____

Name of Business/Organization (if applicable) _____

Return to: **Lapeer Downtown Development Authority**
431 N. Court St. #204
Lapeer, MI 48446

Electronic submissions can be sent to james@lapeerdda.com