

Value of a Revitalized Downtown

Residents of the Community Benefit...

Protection of property values * Overall improved economy * Local accessibility to goods and services * Reduced loss of youth and “brain drain” * More employment opportunities * Increased opportunity for social interaction * Preservation of civic gathering space for public functions * More opportunities for volunteerism and participation * Opportunities for leadership development * Community pride and sense of accomplishment * Preservation of community identity * Sense of “having roots” and “belonging” to a place *

Downtown Retail Merchants Enjoy...

Expanded customer base * More sales * Upgraded retail environment * More opportunities for cross promotion * More opportunities for business growth and expansion * More opportunities for locally owned, independent businesses * Less financial risk * Incubator for new businesses * Shared responsibility for retail success

Downtown Service Businesses Experience...

“Ready-made” customer base * Increased exposure to other customers * Opportunities for cross promotion * Reduced “leakage” to surrounding towns * Location accessible to Pedestrians * Location near banks, post offices and other institutions

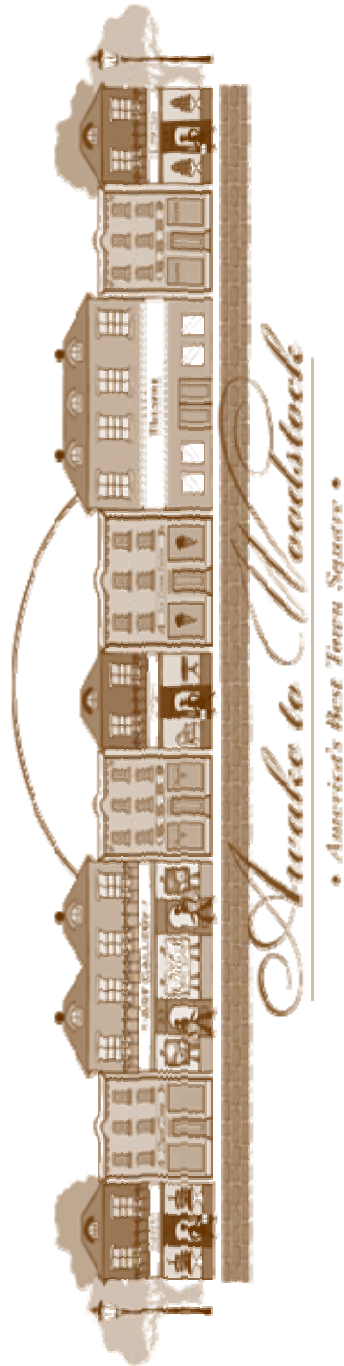
Municipal Government Experiences...

Increased sales tax base * Increased property tax base * Protection of infrastructure investment * Protection of municipal property investment * Conservation of existing resources * Reduced vacancy rate * Reduced cost of police and fire protection * Less deterioration of buildings and need for demolition * Reduced chance of costly “sprawl” development * Better community image * More civic awareness * Support for public policies * Support for political leadership



Create Downtown Magic

Woodstock Downtown Business Association



• America's Best Town Square •

Create Downtown Magic

Dear Downtown Partner:

I consider being a member of the Woodstock Downtown Business Association & Main Street Program as an honor not only for me personally, but for my business. While I, like all of my colleagues, are very busy people in their business and their family lives, investing the time and energy into this unique organization brings, I think, many benefits.

*Being on the ground floor of something that I innately feel is and will be extremely important to the permanent life of our community is exciting. Working with my fellow business owners and the community to help revitalize and bring new business to the Downtown Historic Square is also in my personal best interest. It is an effort to help protect the investment of time, energy and money I have made and continue to make in my downtown business. I think this is an important way for us all to protect our investments, to grow their values and to take pride in sharing new and creative ideas with many very bright and talented people who are like-minded. In addition to helping enhance our community's business potential in **America's Best Town Square**, I have had the chance to meet many wonderful people and make new friends in the Woodstock community.*

For these reasons, I hope you will share with me in participating in the Woodstock Downtown Business Association & Main Street Program so that we can work together to build and enjoy something really extraordinary. We are embarking on a new adventure in which we can all take great pride. We need your ideas and leadership. I personally invite you to become an active member of a once-in-a lifetime organization that will definitely leave its imprint on our Woodstock community.

Doug Fenstermaker

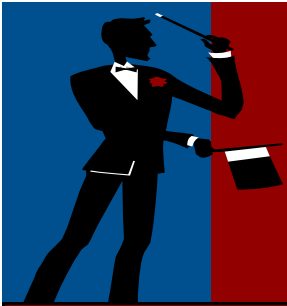
President/Chair

Woodstock Downtown Business Association

Woodstock Downtown Business Association

An Associate Main Street Organization

www.AwakeToWoodstock.com



Create Downtown Magic

As a partner with the Woodstock Downtown Business Association

| Member Benefits | Family* (\$35) | Bronze* (\$100) | Silver** (\$200) | Gold** (500) | Platinum** (\$2500) |
|--|-------------------|--------------------|---------------------|-----------------|------------------------|
| Email newsletter announcing WDBA news and downtown events | X | X | X | X | X |
| Listing on Contributor Page of WDBA Website | X | X | X | X | X |
| Framed letter of appreciation to display in your home or business | X | X | X | X | X |
| Coffee series featuring experts who are creating downtown business magic | X | X | X | X | X |
| Listing of your business on WDBA website | | X | X | X | X |
| Voting and Active Member of the WDBA/Main Street | | | X | X | X |
| Hyperlink to your business from WDBA website | | | X | X | X |
| Listing and link in customer email newsletter | | | X | X | X |
| Press release service to our Illinois press contacts for announcement of your special events | | | | X | X |
| One feature article in WDBA customer email newsletter | | | | X | X |
| Two hours consulting services for your business by WDBA Board Members | | | | X | X |
| Listing in the Downtown Magic Hall of Fame Plaque with quarterly update in the Woodstock Independent | | | | | X |
| Gala dinner event with community leaders and WDBA Board of Directors | | | | | X |
| Appreciation letter and framed autograph photograph from Illinois Lt. Governor Patrick Quinn | | | | | X |
| Advertisement on WDBA AwakeToWoodstock.com website to run 3 weeks each quarter. | | | | | X |

Partner Application

| Sign up for: | Amount |
|-----------------------------------|----------|
| <input type="checkbox"/> Family | \$35.00 |
| <input type="checkbox"/> Bronze | \$100.0 |
| <input type="checkbox"/> Silver | \$200.00 |
| <input type="checkbox"/> Gold | \$500.00 |
| <input type="checkbox"/> Platinum | \$2500.0 |

Name _____

Address _____

Phone _____

Business Name _____

Email Address _____

Website _____

Method of Payment

Check

Bill Me

Signature _____

Mail to:
223 Main Street
Woodstock, IL 60098

Phone: 815-353-5090
E-mail: WDBA@AwakeToWoodstock.com
www.AwakeToWoodstock.com