

FOR IMMEDIATE RELEASE

Dan Korman, 708-771-4777

“Membership Campaign Targets 300”

Forest Park, IL - January 19, 2001 - The Forest Park Main Street Redevelopment Association today announced the beginning of its annual membership campaign, “We Work For You,” which is focused on increasing membership from 219 to 300.

Over 800 existing and potential Main Street members will receive a brochure designed by Sherry Miller Design of Forest Park and a resume listing the group’s main objective, experience in community revitalization, assets and current programs and projects. The resume also includes a list of references - local, state and national nonprofit organizations with whom Main Street has strong partnerships.

“Our membership program is an ideal way to bring businesses, residents and nonprofit organizations into the revitalization process,” said Nancy Svoboda, co-chair of the Organization Committee, which is overseeing the campaign.

Members receive a subscription to Main Street’s award-winning quarterly newsletter, *On Main Street*, and invitations to all membership activities and training opportunities. In addition to being listed on Main Street’s website, members are also eligible to vote for the election of the Board of Directors and have the opportunity to provide a direct voice in Madison Street’s revitalization through the organization’s committee structure. Business members are also eligible for free architectural design assistance, building and facade loans and grants and small business support.

Founded in 1993, the Forest Park Main Street Redevelopment Association is a collaboration of business and property owners, concerned citizens, and local government working together to develop and implement a comprehensive, preservation-based economic development strategy for Madison Street. Forest Park participates in the Illinois Main Street program, which provides technical assistance in the areas of organization, promotion, design and economic restructuring.

Membership packets are available through the Main Street office, 708-771-4777, or online at www.forestparkmainstreet.org.

“We work for you”

Check out our resume...

Objective	The Forest Park Main Street Redevelopment Association was formed in 1993 to promote economic strength and community pride on Madison Street and in Forest Park. Our main purpose is to develop and implement a comprehensive historic preservation-based, economic development strategy for downtown Forest Park.
Experience	In excess of 37 new projects amounting to more than \$8 million in reported capital investment in 2000 have resulted through the activities of Main Street and affiliated organizations. Membership with Main Street is a FOUR-POINT investment: Organization, Promotion, Design and Economic Restructuring.
Assets	219 members in 2000, up 91% from 1999 Over 150 volunteers contributing over 1,800 hours to community revitalization in 2000
Programs & Projects	Publish <i>On Main Street</i> quarterly newsletter and Website Sponsor Volunteer Appreciation Night and volunteer handbook Co-sponsor Pride Awards Sponsor Shop for Main Street fund raisers Administer matching grant and low-interest loan programs Distribute business recruitment packets Participate in shaping of <i>Downtown Strategic Plan</i> and <i>Village Comprehensive Plan</i> Coordinate design assistance and distribute “Madison Street Design Guidelines” Maintain commercial rehab directory Co-sponsor Arts Windows program Coordinate Trick or Treat on Madison Coordinate September Stroll Coordinate Christmas Walk Warming Center Coordinate National Preservation Week activities
Recognition	Awarded 1999 and 2000 Lt. Governor’s Awards for Excellence in Downtown Revitalization for newsletter and partnership development with Dominican University
References	National Main Street Center, Washington D.C. Illinois Main Street Illinois Historic Preservation Agency Village of Forest Park Forest Park Chamber of Commerce Park District of Forest Park Forest Park School District 91 Historical Society of Forest Park Oak Park Visitors Bureau Oak Park Area Arts Council

“We Work For You” 2001 Membership Campaign

Board Follow Up

- Choose ONE person you know from the attached list of “2000 members not yet renewed for 2001.” Please do not choose one already assigned to a Board and/or committee member. Write down the member’s name, phone number and level of giving AND notify Dan Korman of your choice before following up. All members listed on the attached list will be mailed a letter on April 20 indicating that their membership expires on April 30, 2001.

Name	Phone number	Level of giving, if member in 2000
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1. _____

- Call or visit your selections [asking with a smile in person works best] and ask if they recall receiving a membership packet in the mail.
 - If they say “yes” ask them whether or not they plan to join/renew. If they say “yes” ask them to mail in their dues before March 30. If they don’t have a membership form, the Main Street office will send them an application or they can join/renew online at www.forestparkmainstreet.org
 - If they say “no” encourage them to join/renew. Again, if they don’t have a membership form, the Main Street office will send them an application or they can also join/renew online at www.forestparkmainstreet.org
- Proceed with the following steps if they appear apprehensive:
 - Describe our program and its effectiveness.** Example: *Marketing the downtown district and recruiting new businesses are two top priorities of the Main Street Board of Directors, which is composed mostly of business and property owners from Madison Street. We have several projects in our 2001 Work Plan that deal with these issues. Without an aggressive membership campaign, Main Street is not able to fully fund these two activities, or the more than 20 other activities in the Work Plan.*
 - Describe our budget and fund raising strategy.** Example: *We currently have a budget of about \$70,000, which pays for staffing, production of printed material, promotional activities, special projects and office expenses. While we currently have \$40,000 committed from the Village, our objective is to raise the difference through membership dues and other fund raising activities. We have an ambitious Work Plan that our volunteers implement with the assistance of our paid Executive Director. However, in order to give our volunteers the tools they require to implement this plan, we must have the kind of funding support from members that most successful Main Street programs in the nation enjoy.*
 - Close the call/visit.** Have a specific dollar amount in mind. If they were a member in 1999 or 2000, encourage them to join at that same level. If they were not a member, read the dues list below. Offer to split up large donations by offering a payment plan, such as invoicing quarterly.
 - Remind the prospect that you have invested in the program and that you are also giving your time to make this call.** Example: *I believe in Main Street and what - as an organization and with your help - we can accomplish. I personally have joined as a member [if it applies, add: and our business has joined] and I am giving of my time to make this request. Main Street is that important to Forest Park.*
 - Call Dan Korman, 771-4777, no later than Friday, April 30,** to request that another membership packet be sent to the prospect and/or to report the status of your contacts.
 - Remember:** Don’t argue, lie, guess or promise something you’re not sure we can deliver.

2001 membership dues

\$10	Individual
\$15	Family
\$30	Not-For-Profit
\$50	Small Business [1-9 employees]
\$100	Large Business [10+ employees]
\$250 and up	Bronze
\$500 and up	Silver
\$1,000 and up	Gold
\$3,000 and up	Platinum
Other	

Why people give money to nonprofit groups

77%	Feel strongly about the cause
9%	Because they were asked
8%	Feel obligated
4%	Family tradition
2%	Deductible from taxable income

☐ Yes, I believe in the future of Forest Park and want to become a member of Main Street.

Name _____

Business/Organization _____

Address _____

City/State/Zip _____

Home phone _____ Work phone _____

Email/Website _____ Fax _____

- ☐ \$10 Individual
- ☐ \$15 Family
- ☐ \$30 Not-for-profit
- ☐ \$50 Small business (1-9 employees)
- ☐ \$100 Large business (10+ employees)
- ☐ \$250 and up Bronze
- ☐ \$500 and up Silver
- ☐ \$1,000 and up Gold
- ☐ \$3,000 and up Platinum
- ☐ Other \$ _____

☐ Yes, my employer offers a matching gift program.

Employer name _____

Employer phone _____

Make check payable to Main Street and return to:

Forest Park Main Street Redevelopment Association
7344 West Madison Street
Forest Park, IL 60130-1575

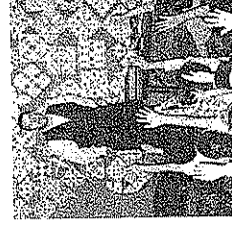
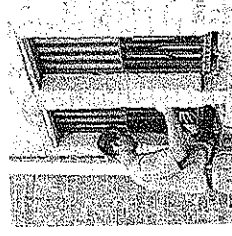
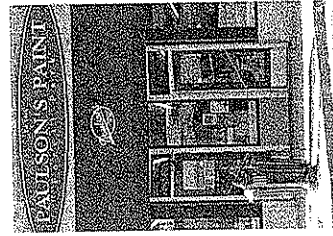
- ☐ Yes, I want to volunteer, too:
- ☐ Organization ☐ Design
- ☐ Promotion ☐ Economic Restructuring
- ☐ Please send me a volunteer handbook

Your contribution is tax-deductible

Awards

Lieutenant Governor's Awards For Excellence in Downtown Revitalization

In 2001, Forest Park received an unprecedented nine Awards for Excellence in Downtown Revitalization from the Lieutenant Governor at the annual Illinois Main Street Conference. Forest Park is now the recipient of 14 Awards for Excellence in Downtown Revitalization.



Editor:
Bernadette Homberger
Design:
Sherry Miller

Forest Park Main Street

We Work For You

Membership Drive 2002

2001

Organization

Membership Brochure/Materials [Upstate]: "We Work For You" membership brochure

Promotion

Targeted Retail Activity [Upstate]: September Stroll

Design

- Building Rehab Under \$5,000 [Upstate]: *Shortstop Lounge*
- Building Rehab \$5,000 to \$50,000 [Upstate]: *Forest Park Emporium*
- Building Rehab Over \$50,000: *Paulson's Paint*

Interior Renovation [Upstate]:

Paulson's Paint

- Design Incentives: Matching Grant Facade Program

Economic Restructuring

- Use of Incentives for Business Expansion or Start Up: Retail Rehab Grant Program
- Business Recruitment Activity [Upstate]: Business Recruitment Packet

2000

Organization

Partnership Development: Dominican University

Economic Restructuring

Long-Term Business Success Story [Suburban]: *Schauer's Ace Hardware*

1999

Organization

Newsletter [Suburban]: *On Main Street*

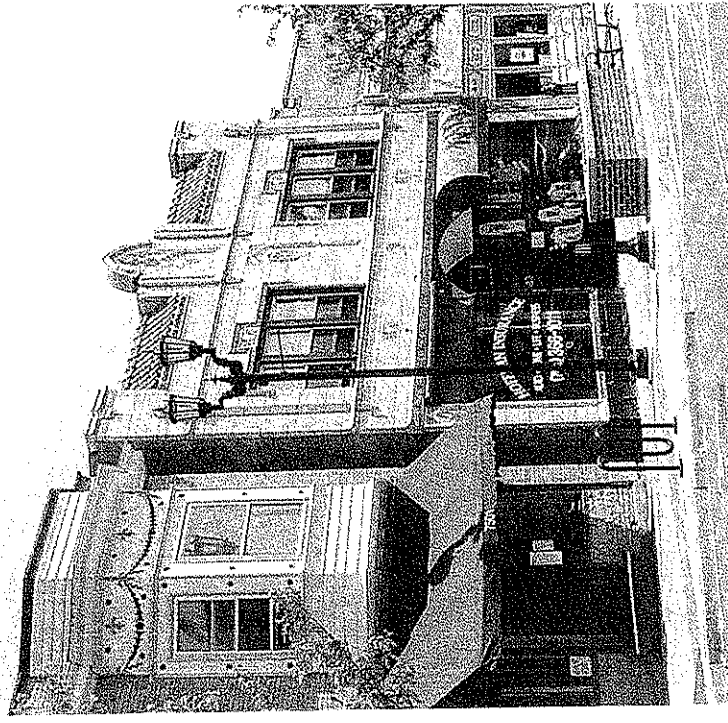
Economic Restructuring

New Business Success Story [Suburban]: *Tufto Tapas*

1998

Economic Restructuring

New Business Success Story [Suburban]: *My Sister's Café*



Forest Park Main Street Redevelopment Association
7344 West Madison Street, Forest Park, IL 60130-1575
708-771-4777 • fax 708-771-8131
www.forestparkmainstreet.org

What is Forest Park Main Street?

Founded in 1993, the Forest Park Main Street Redevelopment Association is a collaboration of volunteers composed of business and property owners, concerned citizens, and local government working together to promote economic strength and community pride in Forest Park.

In cooperation with the Village of Forest Park and the Forest Park Chamber of Commerce, Main Street's purpose is to develop and implement a comprehensive, preservation-based economic development strategy for Madison Street.

As a charitable, nonprofit organization, Main Street relies on diverse funding from the Village of Forest Park, membership dues, grants and private contributions. These funds pay for staffing, production of printed material, promotional activities, special projects and office expenses.



Forest Park is one of almost 60 cities and towns that participate in the Illinois Main Street program, a cooperative of the Illinois Lieutenant Governor, the Department of Commerce and Community Affairs and the Illinois Historic Preservation Agency. Forest Park receives technical assistance from Illinois Main Street in the areas of organization, promotion, design and economic restructuring.

Main Street's Services

Organization Building consensus and cooperation among the groups that have an important stake in the community through a volunteer-driven program governed by a Board of Directors.

Promotion Selling the image and promise of Forest Park through advertising, retail promotional activity, special events and marketing campaigns carried out by volunteers.

Design Helping property owners with the physical appearance of Madison Street's buildings, facades, window displays, and signs, and assisting with the improvement of parking areas, sidewalks, street lights, and landscaping.

Economic Restructuring Finding new purposes for Forest Park enterprises through aggressive expansion, retention and recruitment efforts.

Join an award-winning organization!

In 2001 Forest Park was recognized as a National Main Street Community, and through Main Street, Forest Park has received 14 Lieutenant Governor's Awards for Excellence in Downtown Revitalization since 1998. As a member of one of Illinois' preeminent Main Street programs, you directly fund efforts that help improve Forest Park's business climate, and help to make Forest Park a safer and more attractive place to live, work and visit. As a result, a vibrant Madison Street shows others that Forest Parkers have pride in their community—a community where citizens and government representatives work together to preserve and improve the quality of life in the village.

Membership Benefits

- A subscription to *On Main Street*, Main Street's award-winning quarterly newsletter
- Invitations to all membership activities, including the Annual Meeting
- Eligibility to vote for the election of the Board of Directors
- Listing on Main Street's website
- Access to training in community revitalization
- 20 to 25 percent off paint and supplies at Paulson's Paint

Business members are also eligible for:

- Architectural design assistance
- Building and facade loans and grants
- Small business support
- Participation in promotional incentive programs

Our Mission

*To initiate action directed toward
the maintenance and improvement
of the social and economic
environment of Forest Park
through stimulation of residential,
commercial and industrial markets,
and through productive
participation in local government.*
