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### Who is Ada Main Street?

Ada Main Street is a non-profit 501c3 organization. The program receives no federal or state funding, and is locally operated by a board of directors, a full-time executive director and a committee of volunteers. The program is funded through partnerships with small businesses, local corporations, event proceeds and the City of Ada.

Since joining the Oklahoma Main Street program in 1987, Ada Main Street has been an active part of downtown by implementing the Four-Point Approach practiced by hundreds of Main Street programs around the country. This model for revitalizing historic commercial districts focuses on Economic Vitality efforts to recruit new businesses, Design improvements to the district's infrastructure and buildings, Promotion of the district through events and publicizing merchant activities and the Organization of volunteer and financial resources.

### What do we do at Ada Main Street?

One of our goals is to increase awareness of the Ada Main Street organization as an active presence downtown. Through increased media coverage, an updated website, a strong Facebook presence, and interaction with other local agencies, we have significantly increased the number of people who are aware of our activities and civic involvement. Our goal for the years to come is to continue building our presence as well as increase awareness of all the great stores, services, sources of entertainment and eating establishments available downtown.

Projects like The Brick Walk of Fame and annual events, Charmed by Chocolate, Cruisin' Main, the Citywide Great American Clean-up and the Pat Taylor Memorial Parade of Lights are well promoted, highly attended and continue to be local favorites. Our Mornings on Main Meeting, held once a month, allows business owners to come together as a united front in order to plan events that will benefit the entire shopping district, thus helping to reinforce the "Shop Local" concept we strive so hard to promote. We also help sponsor and promote the Ada Farmers Market each year from May- October. By focusing on an "Ada Main Street Matters" approach, we add a personal spin to why shopping locally is so vital to the growth and well-being of our entire community. AMS also plays an active role in the planning and execution of Ada Fest and East End Eats, both focusing on growing the arts in our community.

In order to learn more about our organization, I encourage you to follow us on Facebook/Instagram for a look at how we interact with the community.

Thank you!

## How would I benefit from partnering with AMS?

- Access to the Oklahoma Main Street team- including an architect, interior designer, business planner and marketing specialist for assistance, as well as access to the local Main Street team, with no cost to you. (More details about these services can be provided upon request.)
- Access to matching grant money to be used for building improvements
- Your business listed as a supporter during Ada Main Street events
- Window display showing your support for Ada Main Street
- Updates about downtown news and events, MONTHLY NEWSLETTER
- Educational opportunities through conference calls, webinars, one-on-one training
- Coordinated promotional activities for small businesses
- Classes and services available to business owners through Pontotoc Technology Center and REI
- First referrals- As a partner, your business is referred first to customers calling, stopping by or requesting information
- Newspaper, media, and other social coverage
- Listing on Ada Main Street Website
- Opportunities to serve on teams and committees which allow your voice to be heard
- Networking opportunities with fellow business owners

Without the support of our partners, none of these things would be possible. We look forward to a year of continued successes and new growth and would love for you to be a part of that. Please consider an investment in Ada Main Street knowing that it will be an investment in your community as a whole.

Please feel free to contact me with any questions or comments.

Marissa Tucker, Executive Director

## Partnership Levels for Ada Main Street

Small Business - \$250 annual contribution from Restaurants, Service Providers, Businesses and Property Owners.

Corporate Partners- \$500 annual contribution from Financial Institutions, Corporations, Utility Companies and Government Entities.

Friend of Main Street- \$100 annual contribution from individuals and organizations not located in the Main Street business district.

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We'd love to get you involved and couldn't be happier to have you as a partner within the Ada Main Street program!

Business Member: \_\_\_\_\_ annually- \$250  
\_\_\_\_\_ semi-annually- \$125

Corporate Partner: \_\_\_\_\_ \$500/year

Friend of Ada: \_\_\_\_\_ \$100/year

Business: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*Please attach a check or request to be invoiced.*

We are a 501c3, non-profit organization:

**ALL DONATIONS ARE TAX DEDUCTABLE**