



Main Street Mount Vernon

The Intersection of Commerce and Culture

Benefits

TANGIBLES

ITEM	VALUE
Website listing: average 150 individual visits/week = 7,800/year x \$0.10	\$780
Kiosk directory listing (if located in Central Business District): 300 days x 3 visitor views = 900 10 days x 500 visitor views = 5,000 5,900 views x \$0.10/view	\$590
Kiosk advertising/event fliers: up for 30 days x 3 visitor views = 90 views x \$0.10	\$90
Downtown Shopping Guide bold listing with address, telephone, web address (for those located in Central Business District): 3,000 distributed to 35 central Ohio tourism locations x \$0.10/brochure	\$300
Downtown Shopping Card listing (limited to members only, located in Central Business District): 3,000 distributed to member stores x \$0.10/card	\$300
Member news included in the monthly newsletter: Sent to an average of 625 people x \$0.30 x 12/year	\$2,250
Heritage Ohio one-hour webinars: \$25/webinar x 15	\$375
Heritage Ohio quarterly day-long trainings: \$50 training x 4	\$200
Inclusion of your publication in our "visitor center": average 780 visitors/year x \$0.50/visit	\$390
Monthly networking meeting: \$25/event x 12	\$300
Booth at First Friday: \$75 non-member set up fee x 6 events	\$450
Electronic subscription to "Retail Minded" magazine: 4 issues per year	\$50
TOTAL	\$6,075

OTHER PARTNERSHIPS IN SUPPORT OF DOWNTOWN

- Downtown street/light pole banners
- First Friday sponsorships
- Second Saturday winter events
- Christmas Walk/Parade sponsorships
- Rubber Duck river Race sponsorships
- Baskets in Bloom sponsorships
- Shamrock & Roll sponsorships
- Monthly networking meetings

INTANGIBLES

- Supporting the creation and enhancement of economic, social and historical development of downtown Mount Vernon
- Improving commercial and residential property values
- Aiding in retention and recruitment of businesses and employees
- Partnership with Heritage Ohio in:
 - Searching for tax benefits and grant funding sources
 - Using their network of experts and Main Street managers
- Increasing sales: attractive downtown increases traffic in stores; more sales equal more tax money, which leads to even more improvements