



Alton Marketplace Association

200 W. 3<sup>rd</sup> Street – Suite 100  
Alton, IL 62002  
Phone: (618)-463-1016  
info@altonmarketplace.com  
www.AltonMarketplace.com

**Alton Marketplace.....We're worth it!**

January, 2011



Dear Partner in Downtown Development,

We exist for **YOU!** Don't miss a single opportunity to grow your business. Join our positive momentum as we continue to progress toward a bright future for downtown Alton. We are always open to your ideas; please call me to discuss how we can bring the most value to your partnership with Alton Marketplace.

What would you likely pay for resources like these? \$200, 300... 500... often more.

***“Alton Marketplace – for \$100/year – we're more than worth it!”***

- **Marketing support** – Utilize our numerous marketing tools to keep your business in the public eye and spread the word about your milestones, sales, and events... INCLUDED
- **Promotions** – Our top notch event series attracts locals and tourists alike to the district throughout the year to shop, dine and be entertained... INCLUDED
- **Networking** – Belonging to one networking group alone can add up to several hundred dollars annually... INCLUDED
- **Business training, market research, and sales resources** – Attend seminars and training sessions in 2011 that will strengthen weaknesses and expand your market knowledge... INCLUDED
- **Beautification** – Be part of the team that makes shopping in your district a beautifully authentic experience instead of a chore... INCLUDED
- **Economic Gardening and Development** – Let us help you grow your business with tools to better access customers and define opportunity... INCLUDED

**Add VALUE and Strengthen Your Business —  
join Alton Marketplace TODAY!**

Sincerely,

Sara McGibany—Executive Director

# Together we can make historic Downtown Alton a great place to **Live, Work, Shop, Dine, and Invest!**

## **Dues for 2011 Basic Partnership are \$100. Includes:**

- Your business name & website link on our website's partnership page.
- Invitations to Marketplace Seminars and Promotional Events.
- Recognition at our annual Appreciation Breakfast.
- Opportunity to share information about your business in our monthly newsletter that reaches approximately 2,000 readers and in local media - WBGZ, RiverBender.com, The Telegraph.
- A window decal to advertise your support.
- Eligibility for free Design and Facade assistance from Illinois Main Street.

**\*Partnership levels with more benefits exist, please call our office at 463-1016 for more information**

*Alton Marketplace has been a tremendous help to my new business this year! It has kept me in the loop with upcoming events and included me in opportunities to promote my shop. I have been very impressed with its commitment and enthusiasm in growing businesses, relationships and promoting Alton as a great destination. When I moved to Alton I was hoping I'd find a sense of "community" - and that's exactly what I've found through Alton Marketplace and all of our new neighbors!*

**Kary Lockwood ,  
Owner-State Street Market**

*The economic vitality of Downtown Alton is critical for the success of the City of Alton as a whole. Alton Marketplace continues to be at the forefront in promoting the businesses in Downtown Alton.*

**Tom Hoechst,  
Mayor of Alton**

*As a downtown resident and property owner, I feel greatly benefited by the Main Street designation and activities of Alton Marketplace - generating tourism, support for local businesses, fairs, festivals, community activities that make downtown a more attractive, safe, clean and fun place to live and work.*

**Penny Schmidt,  
Developer—Mississippi Landing**

*Alton Marketplace is adding tremendous value in 2011. Our Main Street designation enables us to plant the seeds of Economic Gardening; helping your business grow through resources included in your membership. Benefit from ideation, marketing, management training, market research, strategic planning, and beautification programs. "Your Value is Growing with us!"*

**Ron Tanner, President—Alton Marketplace  
Sr. Marketing Consultant, RiverBender.com**

Return your check payable to **ALTON MARKETPLACE** with this form to:

**200 W 3rd St., Ste.100, Alton, IL 62002**

Business Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

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

Email address: \_\_\_\_\_ Web address: \_\_\_\_\_

- I would be willing to join a committee or designate one of my employees to help Alton Marketplace plan and carry out projects in 2011!

***Alton Marketplace – A Community based, not-for-profit, volunteer organization  
dedicated to securing the economic vitality and aesthetic quality of the district***