

Downtown Bloomington Association



**DISCOVER
DOWNTOWN!**

DINING
FARMERS' MARKET
SHOPPING
ART
FIRST FRIDAYS
ENTERTAINMENT

DOWNTOWN BLOOMINGTON

BECOME A DBA PARTNER

What is the DBA?

The Downtown Bloomington Association (DBA) is a not-for-profit, membership based organization that supports business and property owners, as well as residents with their efforts to enhance the vitality and livability of Downtown Bloomington.

“The Downtown Bloomington Association offers stewardship for the great assets that are found in the 26 blocks that together comprise our downtown community. It is about taking responsibility for what you have – protecting and perpetuating the beautiful history, and actively seeking ways to improve the quality of life for all who live and work in the heart of our community.” - Russel Francois, Architect – Francois Associates

Why is Downtown Important?

Downtown is our community’s most visible indicator of its heritage, pride and economic vitality. A vibrant downtown can be an asset in recruiting new residents, new businesses and industries, retirees, tourists and others to our community.

Since 2005, Downtown Bloomington has been a designated member of the Main Street Program. This program was developed by the National Trust for historic Preservation to help revitalize traditional downtowns and neighborhood commercial centers. Illinois Main Street Serves 42 communities here in our home state.

Does Main Street Work?

A Main Street program is a grassroots, volunteer-driven non-profit business. It is based on the belief that successful downtown revitalization takes into account all aspects of downtown. This is called the Four Point Approach. Our committees are mobilized through committees that reflect those four points. Here’s what they do:

1. **Design** – Enhances downtown’s physical environment so it is an attractive place to live, work and visit. Ongoing projects include Adopt a Pot, Tree well gardens, and Public Art/Murals.
2. **Promotion** – Showcases Downtown through events that leverage the unique history, culture, architecture and businesses to attract visitors, customers and residents. Ongoing events include Farmers’ Markets, First Fridays, Downtown Trivia Night, Route 66 Cruise In, and Tour de Metro.
3. **Economic Restructuring** - Attracts new entrepreneurs and helps existing businesses grow by responding to present and future economic opportunities. Ongoing community partnerships – SCORE, EDC, City of Bloomington, ISU Stevenson Center
4. **Organization** – Engages and educates the community on the importance of downtown. Focuses on increasing membership and fundraising.

Our Mission and Vision

The mission of the Downtown Bloomington Association is to promote the revitalization and growth of Historic Downtown Bloomington through collaboration among property owners, private Citizens, community and business leaders, town and government representatives and civic organizations.

We envision an active and vibrant downtown that preserves the historic character, enhances natural resources and encourages new and continuing opportunities for growth, economically, socially and culturally. The vision of the DBA fosters pride and promotes a positive image of Downtown Bloomington. This vision supports and attracts businesses and visitors thus enhancing the quality of life for all members of the community.



Partnership:

Partner Benefits:

Protect and Enhance your business investment!
DBA Promotional Events drive traffic to your front door all year!
Advocacy on important issues including business and development incentives, parking and other concerns
Assistance with Façade Improvement Grants
Stay connected through networking mixers
Featured listing on the DBA Website and walking map
Daily Social media posts to FB, Twitter and Instagram
Assistance filling commercial and residential spaces
A clean, safe, and beautiful downtown through beautification efforts

Annual Partnership Options:

(each level receives all of the benefits of the previous level)

FRIEND LEVEL - \$50 Receive DBA window cling

ARTIST/RESIDENT LEVEL - \$75

Eligible to serve on DBA Committees. Will receive invitations to DBA Workshops, meetings and networking events

BUSINESS AND PROPERTY OWNER LEVEL - \$200

Featured Business listing on the DBA Website. Showcase your business at the DBA office (brochures, coupons), Feature events and promotions in our weekly newsletters, distributed to 2000+ people

Expanded listing in Walking Map

Discount Opportunities on select advertising (CVB Guide, Holiday Guide)

Farmers' Market Booth Space up to 2x monthly to promote your business.

GOLD LEVEL - \$500

*Clickable logo featured on weekly newsletters and website

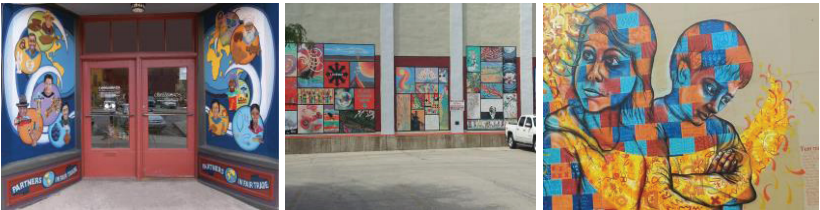
PLATINUM LEVEL - \$1000

*Logo featured on home page for full year

*Reserved space at the Farmers' Markets for the full season to promote your business or organization

Other ways to make an impact downtown: Friends of Downtown Bloomington Fund

The DBA has established a non-endowment fund through the Illinois Prairie Community Foundation for the purpose of supporting quality of life enhancements within the downtown community. Funds received through grants and tax deductible donations have been utilized for public art projects, enhanced gardening and beautification efforts, and additional bike racks.



Art projects paid for with Friends of Downtown Bloomington Fund include (l-r) Vince Bobrosky's new entry way for Crossroads, The Main and Market local artist mural, and Joel Bergner's "Phoenix/Second Chances" project with students from RAS



Adopt a pot and Tree well gardens help to create a warm and welcoming downtown. Wonderful new signs have been installed to acknowledge and give thanks to our community partners! Come take a look!

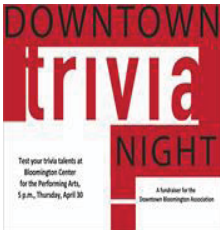
Sponsorship Opportunities

Indoor Farmers Market (6 times a year)



We offer a monthly indoor farmers' market during the winter months, November through April, at the US Cellular Coliseum. Community Sponsors will help defray venue costs. Your logo will be on a banner visible at each market and in all promotional materials.

DBA Trivia Fun Night



Our annual "Friend-raiser" is quickly becoming a favorite among downtown fans. Sponsors will be thanked throughout the evening, have their logo on all promotional materials, AND have the opportunity to write and present their own round of questions!

Downtown Bloomington Route 66 Cruise IN



This annual summer event attracts visitors from all over the state! Car enthusiasts love a chance to take a closer look at vintage vehicles, and take a nice walk down memory lane. Sponsors will get banner presence as well as your name on the event t shirt.

I want to be a Partner:

(Benefits outlined on page 3 of this booklet)

Select your level:

_____ Friend \$50

_____ Artist/Resident \$75

_____ Business and Property Owner \$200

_____ Gold Level Partner \$500

_____ Platinum Level Partner \$1000

I want to sponsor a special event:

_____ \$1000 _____ \$500 _____ \$250 _____ \$100 _____ \$ other

Select your event:

_____ Indoor Farmers' market

_____ DBA Trivia Fun Night

_____ Downtown Route 66 Cruise In

I wish to offer a tax deductible donation through IPCF for Public art and other amenities.

Checks Made to Illinois Prairie Community Foundation with DBA Friends on the memo line.

_____ Your amount.

Total level of support: (total this page) _____

Detach this page and submit with your payment. Checks made to DBA.

Who We Are:

Board of Directors:

President: Jamie Mathy

Vice President: Chuck Stuckey

Secretary: Nora Dukowitz

Treasurer: Nancy Ammerman

Historian: Russel Francois

Ex Officio: Carl Teichman (ER Committee Chair)

Gemma Billings

Martha Burk (Design Committee Chair)

Bobby Castillo (Organization Committee Chair)

Bob Floyd

Joe Haney

Ruth Haney

Jan Lancaster

Dave Park

Steve Parker

Carlo Robustelli

Karen Schmidt

Tim Tilton

Bobby Vericella

Jeff Woodard

Contact Us

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Plan some **DOWN** time...

Downtown Bloomington Association

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