



Membership Investment

2016-2017

HIGHLIGHTS



www.downtownjeffersoncity.com

Our website receives thousands of views a month. Residents and visitors are looking for places to eat, shop, and do business. It's also one of our community's best places to find out about upcoming events. As a member, you enjoy a free business listing and the ability to post your business events on our events calendar.



8300+ Facebook Fans

(Up from 4,500 Two Years Ago)
Downtown Jefferson City has one of the largest social media followings in Mid-Missouri. We are active on Facebook, Twitter, Instagram & Pinterest and use these platforms to promote member businesses, Downtown news, and special events.

Why Downtown JCMO

Everyone who lives or works in Jefferson City benefits from having a beautiful, prosperous Downtown. A vibrant Downtown enhances the economic strength of the entire community. Downtown Jefferson City is the heart of our community -- it is the center for entertainment, civic life and tourism.

The Association connects business professionals and community members for the purpose of building a more vibrant, prosperous and beloved community core. The unique combination of preservation of history and place, progressive attitudes and local entrepreneurship, make Downtown Jefferson City a great place to see, shop, dine, drink, learn and LOVE.

Beyond knowing that your investment contributes directly to the betterment of Downtown and standing as a proud partner in the Association, the benefits of

Membership to your specific organization and you are many, and include:

- Advertising & Promotion Benefits;
- Streetscape Benefits;
- Staying In-the-Know;
- Participating in Monthly Meetings & Downtown Decision Making.

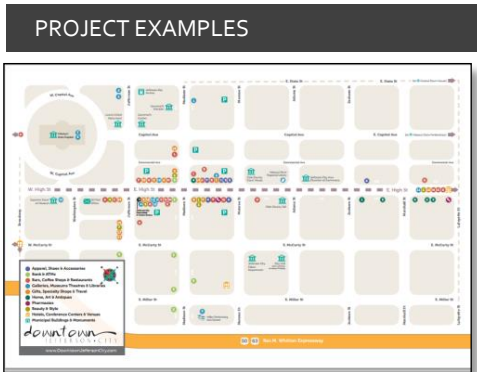
Annual Investment (if paid by July 31):

Downtown Partner (Full Membership) - \$150 for Downtown businesses and organizations

Associate Member - \$75
Organizations outside of "Downtown" that support our community's core

Friend of Downtown - \$50
Individuals who desire to be affiliated with and support Downtown.

Downtown Resident - \$35
Individuals living in Downtown who desire to support Downtown and/or be involved in the Association.



Through our annual fundraiser and special events, the Association essentially matches your investment dollar for dollar in each of these categories.

Downtown JCMO is Happening!

Downtown Map & Directory

Downtown JCMO develops, designs, prints and distributes a Downtown Map and Business Directory. It is available for individual business use, distributed to visitors, enlarged and posted in the Visitor Kiosk, and posted on the website.



Wayfinding Project

Wayfinding is a vital tool of economic development; there is a net benefit to a shared approach to attracting business and capturing resident and tourist dollars. This year, Downtown JCMO contributed \$10,000 toward the City's Wayfinding Project, which pooled with other private investment allowed the City to obtain \$214,000 grant. This project will help raise community and visitor awareness of our area and its attractions, and make our community more welcoming and easier to navigate.

FAST FACTS

Members

The Association has more than 100 members. Membership in the Association has grown approximately 42% since 2012.

Twitter and Instagram

Downtown JCMO maintains an active twitter and Instagram presence. Downtown JCMO has more than 1,700 twitter followers and more than 1,100 Instagram followers. We use these platforms to drive people to our events and businesses.

Monthly Meetings

The association meets the second Tuesday of every month at 7:45 a.m. in Downtown. This is your opportunity to find out the latest about Downtown happenings, network with other business people, and receive updates (and share your comments with) other organizations, which are involved in Downtown Association, including, but not limited to: County Officials, City Officials, Lincoln University, Missouri River Regional Library, Chamber of Commerce, and the Convention & Visitor's Bureau.

Opportunities to Get Involved

Being a member of the Association not only gives you the right to vote on official business, but it gives you an opportunity to become more involved in Downtown.

You have the opportunity to participate in standing committees including the Downtown Board, Advertising Committee, Economic Enhancement (Retail & Restaurants) Committee, Design Committee & Event Committees.

You also have the opportunity to join or have a voice on Community Committees including, but not limited to: Salute to America Foundation Board and Event Committee, Transit Development Committee, Jefferson City Chamber of

Commerce Committees, and Convention & Visitors Bureau Committees.

Annual Events in Downtown

- Dinner Dash
- Bar Crawl
- Hidden Spaces Secret Places Tour
- Kidsfest
- June Thursday Night Lives
- Salute to America Celebration
- Sidewalk Sales
- Fall Thursday Night Lives
- Arts Strolls
- Movies on the Capitol Lawn
- The Piccadilly
- BlueTigerFest
- Multicultural Forum Fall Festival
- Homecoming Parades
- Holiday Open House
- Small Business Saturday
- Santa Claus in Downtown
- Living Windows
- Christmas Parade

Downtown Board

- Jill Bednar, Southbank Gift Co.
- Stephanie Bell, Blitz, Bardgett & Deutsch
- Donna Deetz, The Trolley Company
- Lindsay Huhman, Capital Region Medical Center
- Angela Nale, Central Bank
- Sheila Smith, Mark's Mobile Glass
- Katie Nuener, Hawthorn Bank
- Crystal Tellman, Hawthorn Bank
- Tricia Workman, Gibbons Workman
- Taisir Yanis, Yanis Coffee Zone
- Randy Allen, Chamber of Commerce
- Britt Smith, City of Jefferson

