

# Waycross MainStreet Membership Levels and Benefits



## **PASSENGER LEVEL - \$30 Individual Membership**

- Receive MainStreet Newsletter
- Be added to MainStreet Mail/Email List
- Receive one Membership Card for use at Special Events and Promotions

## **PORTER LEVEL - \$150 Civic or Business Membership**

- All the Benefits of the Passenger Level Membership PLUS
- Be added to our Business Referral List
- Business/Civic Organization Name and Contact Information added to the MainStreet Website
- Free Link to Your Website from MainStreet's site
- Placed in the MainStreet Merchant Directory and Map (if located in MainStreet District)
- Receive Three Membership Cards for use at Special Events and Promotions

## **CONDUCTOR LEVEL - \$250 Business Membership**

- All the Benefits of the Porter Level Membership PLUS
- Eligible to use Bulk Mail Services
- Eligible for the \$1000 Facade Grant (after one year of business in the district)
- Featured in the Newsletter as Business of the Month once per year and on the MainStreet Website
- Be eligible for Media Co-op Advertising at a group rate
- A Picture of Your Business listed along with information on the MainStreet Website
- Two Additional (total of 5) Membership Cards for use at Special Events and Promotions

## **ENGINEER LEVEL - \$750 or More Business Membership**

- All the Benefits of the Conductor Level PLUS
- 10% Discount on Rental of the Railway Express Agency Building
- Free 10'x10' Booth Space at Swampfest in April
- Five Additional Membership Cards (for a total of 10) for use at Special Events and Promotions



# Waycross MainStreet

**A Program to  
Encourage  
Improvement and  
Physical Renovation  
of Downtown**

## Re.vital.i.zation

*-To impart new life or vigor to*

[www.waycrossmainstreet.org](http://www.waycrossmainstreet.org)

## Where is MainStreet?

There is no physical address for Waycross MainStreet. This is a national program in over 1800 communities. These communities have adopted the MainStreet approach to look at “MainStreet”, the heart of their communities, to save its historic buildings, to revive its commercial core, to strengthen business, to control community-eroding sprawl, and keep a sense of place and community life in America.

### THE FOUR-POINT APPROACH

*The four-point approach works because it gives every person a chance to be listened to, giving each a platform to do what they think is vital and important for the downtown.*

MainStreet works on a four-point approach to downtown revitalization. These four committees work together to build a sustainable and complete community revitalization effort.

• **ORGANIZATION** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement the MainStreet revitalization program.

• **PROMOTIONS** sell a positive image of the commercial district and encourages consumers to live, work, shop, play and invest in MainStreet districts.

• **DESIGN** means getting MainStreet into top physical shape. Capitalizing on its best assets such as historic buildings and pedestrian oriented streets.

• **ECONOMIC RESTRUCTURING** strengthens a community’s existing economic assets while expanding and diversifying its economic base. The MainStreet program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses.

## Who Should Join?

The commercial district reflects the image of the entire community and plays a key role in the local economy. For these reasons, every resident has a vested interest in the downtown’s future.

**Merchants**

**Property Owners**

**Residents**

**Elected Officials**

**Realtors**

**Bankers**

**Historic Preservation Groups**

**Local Citizens**

**Civic Groups**

**Religious Institutions**

**Local Industries**

*“For the longest time, we all waited for a white knight to ride into town and fix the problem, But the MainStreet people made us realize that the only way to get it done right was to do it ourselves.”*

Russell Thomas  
Mayor of Americus, Georgia

## Become A MEMBER

### MEMBERSHIP CATEGORIES

#### PASSENGER LEVEL

**\$30**

#### PORTER LEVEL

**\$150**

#### CONDUCTOR LEVEL

**\$250**

#### ENGINEER LEVEL

**\$750+**

Name \_\_\_\_\_

Street \_\_\_\_\_

City/State/Zip \_\_\_\_\_

E-Mail \_\_\_\_\_

Phone \_\_\_\_\_

Membership Category \_\_\_\_\_

Gifts are Tax Deductible  
Make checks payable to:  
Downtown Waycross Development Authority  
for “MainStreet Membership”  
and mail to  
P.O. Box 158, Waycross, GA 31502

For more information, call 912-283-7787  
or by email at wayxmainstreet@bellsouth.net