

Four Point Approach

Main Street™ is a philosophy, a program, and a proven comprehensive approach to downtown commercial district revitalization. This approach has been implemented in over 1,200 cities and towns in 40 states across the nation. The four point approach is:

Organizational involves building a framework that is represented by business and property owners, bankers, citizens, public officials, chambers of commerce, and other local economic development organizations. Everyone must work together to renew downtown. A strong organization provides the stability to build and maintain a long-term effort.

Promotion creates excitement downtown. Street festivals, retail events, and image development campaigns are some of the ways the Main Street program encourages customer traffic. Promotion involves marketing an enticing image to shoppers, investors and visitors.

Design enhances the attractiveness of the business district. Historic building rehabilitation, street and alley clean-up, colorful banners, landscaping, and lighting all improve the physical image of the downtown as a quality place to shop, work, walk, invest in and live. Design improvements result in a reinvestment of public and private dollars to downtown.

Economic Restructuring involves analyzing current market forces to develop long-term solutions. Retaining businesses, recruiting new businesses, creatively converting unused space for new uses, and sharpening the competitiveness of Main Street traditional merchants are examples of economic restructuring activities.

The Beautiful Downtown Lewiston Association is a 501(c)6 organization whose mission it is to create a vital, inviting downtown Lewiston which will promote quality business, cultural and community growth. With help from citizens, property owners, business owners and the City of Lewiston, the Beautiful Downtown Lewiston Association is a focal point for the downtown Lewiston revitalization effort.



PO Box 617 • Lewiston, ID 83501
208.790.1148
BeautifulDowntownLewiston.org

Membership Application



Mission

to create a vital, inviting downtown district
which will promote quality business, cultural
and community growth

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Member Investment

As a member you are encouraged to:

- Have a direct voice in shaping the future of our downtown.
- Increase business income by joining other downtown businesses in retail promotion and special events.
- Express your views through open communication with our staff during regular meetings.
- Affect change via our liaison connections with city government.
- Develop your business network and establish relationships with downtown business and community leaders.

Membership Levels

Corporate Membership	\$1,000+
Media Membership	\$1,000+
Key Membership	\$500—\$999
Business Membership	\$200
Non-profit Membership	\$100
Family Membership	\$50

Member Benefits

Member
Key Member
Corporate Member

A full-time Downtown Manager	
Retail and Special Events Promotion	
Cooperative Advertising Opportunities	
Reduced fee to workshops and trainings sponsored by Beautiful Downtown Lewiston	
Special Events Email Alerts	
Monthly Newsletter	
Hyperlink on the BDL website	
Membership Window Cling	
Qualification for advertising on City of Lewiston buses ¹	
Preferred access to bus advertising ¹	

¹ Subject to continued authorization by the City of Lewiston

Membership Application

Business Name:
Contact:
Title:
Phone:
Fax:
Cell:
Mailing Address:
Physical Address
E-Mail:
Website:
of Employees:
Dues:
Membership Level:
Description of your business: (25 words or less)