



MISSION

To honor and preserve our past by continuing to improve the appearance and revitalization of the central business district and by promoting the entire community, residential, commercial, and industrial; through community teamwork, promotions and marketing.

ORGANIZATION

Aledo Main Street is a 501(c) 3 nonprofit organization. Since incorporating in 2001, we have become a leader in the community by partnering with local businesses, civic organizations, residents, and the City of Aledo.

WHAT WE DO

- ✓ **Business** - creating economic development by supporting small businesses & entrepreneurs.
- ✓ **Preservation** - fostering the importance of historic preservation.
- ✓ **Placemaking** - Improving the downtown through streetscape projects.
- ✓ **Events** - Hosting signature events & promotions.

Board of Directors

President Toni Weeks, UnityPoint Health
Vice President Melinda Glabreath, BankORION
Treasurer Matt Essig, Essig Motors
Secretary Erica Hajny, YMCA
 Gary Wagner, Genesis FirstMed Pharmacy
 Gail Cooper, Cooper Floor Covering
 Tami Tisor, Sentry Insurance
 Lela Bieri, Royal Neighbors of America
 Jon Swanson, Advanced Rehab
 & Sports Medicine Services

Staff

Dana Murphy, Executive Director
dana@aledomainstreet.com

Committee Meetings

First Tuesday of every month.

2019 FRIENDS OF ALED0 MAIN STREET

Office

201 W. Main St.
 Aledo, IL 61231
 (309) 582-2751
www.aledomainstreet.com

EVENT SPONSORSHIP OPPORTUNITIES

We're known for our great events. Here are just a few that your business could help sponsor and receive extra exposure:

Wine Walk
May 10th & November 5th

Rhubarb Fest
June 7th & 8th

Downtown Farmers Market
Thursdays, June 13th - October 10th

Cinema @ Central
June 14th, July 19th & August 9th

Antique Days, Car Show & 5K
August 24th

Oktoberfest
September 28th

Holly Days, Electric Parade & Hot Chocolate Hustle
December 6th & 7th

APPROACH

Our Main Street 4-point approach.

1

Design - Relates to the look and feel of our historic downtown. Creating an inviting environment for shoppers, workers, and visitors. Projects can include streetscape, building facades and maintenance, landscaping and windows displays.

2

Organization - Through volunteer recruitment and collaboration of partners of board members, our program can incorporate a wide range of perspectives into its efforts. The board and volunteers make up the organizational structure of the revitalization program through fundraising efforts and partnership drives.

3

Promotion - The goal of this committee is to create a positive image of the downtown. Through events, retail promotions, advertising, and marketing campaigns. This helps sell the image and strength of downtown.

4

Economic Restructuring - Strengthens our community's existing economic assets while diversifying its economic base. This is accomplished by working to attract new businesses to the area, while offering tools and training for the existing businesses.

MEMBERSHIP - \$20

Renew your annual Friend of Aledo Main Street membership or become a friend today!

By becoming a friend and partner, you will help keep Aledo Main Street financially able to maintain and grow. Friend/Partnership dollars currently account for 35% of the Aledo Main Street budget.

Name:

Street Address:

City, State, Zip:

Phone:

Email:

Please fill out and return with payment to:

Aledo Main Street, Inc.
P.O. Box 209
Aledo, IL 61231

If you are interested in volunteering with a great group of people, we can always use extra hands at events!

Email us at: dana@aledomainstreet.com

Our friends help make downtown Aledo a creative and innovative place to live, work & play!