



Main Street

Main Street Board

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Downtown Annual Events

- ★ Spring Clean Up 5/22
- ★ Putt Pub Crawl 5/29
- ★ Pickers Paradise 6/12
- ★ Firecracker Run 7/04
- ★ 4th of July Parade 7/04
- ★ Fall Clean Up 8/14
- ★ Freedom Fest 8/21
- ★ Fright Night 10/29
- ★ Shop Small Saturday 11/27
- ★ Lighted Parade & Fun 12/4



Dear East Moline Business Owner –

The purpose of Main Street is to promote and develop downtown into a destination - growing attractions increasing visitors and locals to eat, play and shop downtown. We are reaching out to you as a past, current or potential sponsor.

Main Street has seen incredible growth in the past 4 years, including expansion of self-supporting events, with attendance growing every year. Main Street will be providing opportunities for discounted and free marketing for its members. As more businesses join, the cost is shared and makes it easier to continue to grow Downtown not only increasing foot traffic, but revenue and allowing us to focus on larger improvement projects. This demonstrates a return on your initial investment in East Moline. Your sponsorship is a commitment and dedication to our East Moline community.

In 2020 we paused all sponsorships and applied for and received over \$27,000 in grant money. Spending was over \$10,000 on Marketing in the forms of commercials, radio, print and on-air interviews. Promoting downtown as up and running, COVID-19 ready and curbside for all downtown and its businesses. Contributed to the future Runner's Park Lighting & Shade project to be completed mid-May. There are plans to purchase new banners that will be hung in the Spring. We restocked the Holiday toy closet, gifting items, and gift cards to (4) families identified as needing assistance. Also, grant awards allowed us to purchase gift certificates/merchandise from businesses, for Facebook Giveaway Promotions to keep the interest in downtown throughout the next couple months.

Lastly, we were able to move our office, and purchase supplies needed for expansion. Our current project is a comprehensive survey of businesses and a Downtown Directory. These will both be instrumental in not only securing our fundraising but the data we collect and aggregate will also help the City and other organizations in their efforts to grow East Moline. We did all this without utilizing sponsorship funds.

We are asking you for support – volunteers are always needed and greatly appreciated. We are looking for friends from the local business community to help with monetary support of our free events. Our success is because you share in the responsibility. We are seeking raffle prizes, business cards or short advertisements, menus, etc., which will be handed out and announced throughout our events.

Drop off your sponsorship information at the City Hall Annex (they now have a mailbox out front so you can drop off any time or mail it, by April 15th.

I Hope YOU are Feeling the MOMENTUM and we look forward to you as a partner with East Moline Main Street!

Patricia Hansen, President
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