



Downtown Brunswick Mainstreet Alliance Business

The Mainstreet Alliance is a local partnership dedicated to the improvement of downtown Brunswick, utilizing the skills and assets of its volunteers and the businesses who care about this community. The core of the Mainstreet Alliance’s function is to provide an avenue of mutual benefit between businesses and community members that would otherwise not be possible. The Mainstreet Alliance structure is based on the National Main Street Center’s volunteer approach, in conjunction with other fronts downtowns throughout the nation have utilized, to revitalize their local economy.

THIS APPLICATION IS DUE BY JUNE 30
Late applications may not be accepted

Name: _____ Business: _____

Address:

Street	Apt #	City	State	Zip
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Phone: _____ Email: _____

What form of communication would you prefer: call text email

How did you find out about the Downtown Brunswick Mainstreet Alliance program?

DDA Website DDA Facebook page Mainstreet Email Word-of-Mouth

Other: _____

What type of business do you own? Restaurant Retail Other: _____

The Mainstreet Alliance Discount Card

The Mainstreet Alliance Discount Card is an additional incentive for community members to participate in the Mainstreet Alliance. Such cardholders will be volunteering in various Downtown Brunswick programs and events. It will be limited to individuals who actively volunteer¹ with the Mainstreet Alliance and cannot be purchased without this commitment. The card will show your business logo and list the offer your business will provide to the card holder. We will not allow this card to compliment any other discount you offer, unless explicitly stated otherwise by your business. ***What you choose to offer in the Mainstreet Alliance Discount Card is a way that your business can show its gratitude towards the unique and dedicated individuals who are willing to utilize their free time to improve Downtown Brunswick.*** Cards will be issued annually, and expire in July of the following year. Businesses can change the discount offered the following year, should they choose.

What discount or offer would you like to provide on the Mainstreet Alliance Discount Card?

¹ If the cardholder has not volunteered or attended a meeting within three consecutive months, or has had no contact with the Mainstreet Alliance for two months, the card becomes inactive. This protects both businesses and the Mainstreet Alliance from being used as just a reward card provider. However, reactivation is possible if approved by the Mainstreet Alliance volunteers or by applying for a new card and paying the application fee.

Mainstreet Alliance Level – The Benefits for a Business

Promoter

- Business gift bag²
- Receive a \$500 limit for the Mainstreet Alliance Grant program
- Mainstreet Alliance Promoter sign for storefront
- Priority to be advertised during special events
- Opportunity to be a Feature³ for one month
- Vote in the Mainstreet Alliance Grant program
- Ability to attend the Mainstreet Alliance meetings
- Exclusive end of the year Brunswick Bash celebration⁴ for all employees, plus one guest per employee

\$100 Promoter (1-5 employees)

\$150 Promoter (6-10 employees)

\$200 Promoter (+11 employees)

Champion

- All of the benefits of a Promoter
- \$1,000 maximum in the Mainstreet Alliance Grant program instead of \$500
- Mentioned in First Friday advertising for the year
- Guaranteed to be a Feature for one month, with free additional advertising in Go Coastal⁵
- Opportunity to be Business Champion of the Year
- Exclusive end of the year Brunswick Bash Celebration for all employees, plus two guests per employee
- Utilize volunteers in the Business Advocacy and Development Volunteer Program for hands-on improvement projects (such as painting or cleaning)

\$200 Champion (1-5 employees)

\$300 Champion (6-10 employees)

\$400 Champion (+11 employees)

How would you like to pay? Cash Check (Please make checks payable to Brunswick DDA.)

The DDA office will be happy to come by your business to pick up both the application and payment Monday through Friday 8 AM to 5 PM. There is nothing else required of your business to be a member. However, your business can choose to participate in the Mainstreet Alliance activities at any point in time. For more information, please contact Harvest Hale at hhale@cityofbrunswick-ga.gov or at 912-265-4032. If you prefer to mail your application and check, please send it to

Brunswick DDA
P.O. BOX684
Brunswick, GA 31521

Businesses do not need to volunteer to be in the Mainstreet Alliance. Once the application is completed, membership will last for an entire year, regardless of any additional participation.

² Gift bags are items for businesses to advertise their involvement with the Mainstreet Alliance. They are based on whether they are a restaurant or in retail. Think pens, shopping bags, and disposable coasters. We welcome any suggestions!

³ Feature, page 3

⁴ The Brunswick Bash, page 3, is an annual event held on a Sunday to celebrate all the improvements and hard work of the Mainstreet Alliance and its affiliates.

⁵ Go Coastal, under Feature, page 3

The Mainstreet Alliance Grant Program

The Mainstreet Alliance Grant Program is designed to help local businesses with improving their store front and assisting them in unforeseen events (such as broken equipment). It is a non-matching grant program facilitated by the Brunswick DDA and voted by Mainstreet Alliance members. There are no dues for the grant.

What the Mainstreet Alliance Grant covers

Inventory
Advertising
Improvement and Renovations
Appliances and Furnishing

What it does not cover

Property Payments
Wages
Late Payments or Interest
Medication, Alcohol, and Tobacco

Grants are awarded quarterly (here on referred to as an award cycle) starting in July, and businesses are limited to submitting one application per award cycle. However, businesses may reapply at the next award cycle, should they not receive a grant within the current year. Businesses cannot vote during a quarter which they submitted an application.

The Mainstreet Alliance reserves the right to award grants more or less frequently, and may choose to award more than one business each quarter. Mainstreet Alliance Grants are limited to businesses that are either Promoters or Champions of the Mainstreet Alliance of the calendar year they applied and must be located in Downtown Brunswick. An estimate or quote will be required with the application. Preferences will be held for thorough applications which provide documentation, locally owned business, and businesses that are sell local goods. Secondary preference will be offered to Georgia suppliers and finally businesses which are focused on products made in the United States. The DDA will issue a 1099 tax form for awards of \$600 or more. The Mainstreet Alliance reserves the right to award less than the amount requested.

Features

Features are a unique way businesses are able to get the most outreach possible for a one month through media outlets already afforded by the Brunswick DDA. Our social media caters to over 10,000 people, locals and tourists alike. We want to give as much as possible to the businesses who choose to participate in the DMBA by taking one month out of the year to mix our regular advertising with information you would like to display to the public. This can include general information about your business, work that your business has done recently, or promotional offers that you are currently holding. An article will be written about your business and added to our website. We anticipate 1-2 posts on each form of social media per week about your business. Champions which are featured will be in Go Coastal, and can either create an ad or have a design made for them that includes whatever information or promotion they would like.

The Community, or non business portion of the Mainstreet Alliance, will vote between all current Mainstreet Alliance Businesses for the Feature. Businesses may be Featured twice based on slot availability and their achievements.

A Promoter will be selected as a Feature based on involvement in the community, activity within the business, and improvements businesses have made. This includes volunteerism, campaigning and advertising the business, as well as physical changes that the storefront has made, such as large purchases or decoration. We encourage businesses to share what they do and be engaged in the community. Although we cannot promise all Promoters will be a featured business, we will give each business's efforts immense consideration when selecting which Promoter will be featured.

Champions will also be given priority based on community involvement and business activity and improvements. However, because of the financial backing provided by a Champion level businesses, we guarantee that regardless of involvement, they will be featured for one month somewhere within the year. The Go Coastal advertising is a unique cover sheet which the Brunswick News wraps over their paper every Thursday, Friday, and Saturday for over 50 hotels in the region and FLETC. It's a prepaid annual commitment that isn't available elsewhere.

Brunswick Bash

Held every second Sunday in July, Mainstreet Alliance Members are welcome to attend an exclusive event which celebrates their achievements downtown. All members, including businesses, are allowed to bring a guest, based on their participation level. We will have music, food, and activities during the event. New discount cards will be issued for the upcoming year, and winner announcements will be made for Leader of the year and Champion of the year.

The Brunswick Bash will also be hosted as an event to accept new applicants and welcome our members to bring friends and family who may be interested.