



## What is Stevensville Main Street Association Doing for You?

Dear Business Owners, Organization Leaders, and Community Supporters,

We are privileged to live in an awesome community with a great quality of life, captivating history, and inspirational setting. We welcome visitors to our charming downtown, support our local businesses and nonprofit organizations, and enjoy the beauty and recreational fun that surround us.

The Stevensville Main Street Association (SMSA) exists to support local businesses, organizations, the Town of Stevensville, and community residents in their efforts to create and sustain economic prosperity and a vibrant community. SMSA brings businesses and other partners together to respond strategically to opportunities to achieve those values.

To help sustain these efforts, SMSA seeks your input and support. Listed below are our 2018 Goals and some Actions currently under way to achieve those goals. Attached is a **Membership Application or Renewal** form (or complete it and pay online). We greatly appreciate your participation, and look forward to hearing from you! If you have questions, please don't hesitate to contact me.

Gratefully, *Lorraine*

Lorraine Hingston Roach, Executive Director

### Our Goals

To better serve you, our **2018 Goals** include the following:

1. Promote business growth and success
2. Enhance community marketing efforts
3. Work cooperatively with the Town and Ravalli County Economic Development to attract family-wage jobs
4. Obtain outside grants and other resources to achieve goals
5. Attract more tourists to stop, stay, and spend in Stevensville
6. Provide visitor information services via phone, online, and a staffed Visitor Center
7. Offer networking and learning opportunities
8. Cultivate a positive, cooperative atmosphere with local and regional organizations
9. Provide technical assistance and resources to owners of vacant and historic properties
10. Serve as liaison between the business community and government
11. Prioritize activities and budget strategically based on SMSA member needs
12. Host events that bring residents and visitors together
13. Be a "one-stop" source of information about local products, services, attractions, events, and resources.

### Actions to Achieve the Goals

The following are **2017-2018 projects and activities** (our quarterly newsletter and bi-weekly e-News provide details):

- Match businesses seeking commercial land/space with available property
- Provide referrals to businesses for residents/visitors seeking specific products or services
- Host monthly membership meetings for networking, referrals, and learning
- Gather and share information, traffic counts, business/population trends, and other market data
- Provide one-on-one assistance to business and property owners related to specific challenges
- Offer educational information about marketing, business issues, volunteer recruitment, partnering with other businesses or organizations, etc.
- Surveyed local businesses and attractions about impacts of 2017 fires and smoke; obtained \$5,000 marketing grant to implement targeted promotion strategies in Oct-Dec 2017
- Obtained \$33,000+ in grants for SMSA and the Town for Emergency Tourism Marketing, Market Analysis, Visitor Information Kiosk at Veterans Park, new Association Management Software; and summer Visitor Center staffing
- Supported request from United Methodist Church (Stevi's first school) to obtain a \$5,000 historic preservation grant for structural assessment prior to roof repair project
- Reduce barriers to new family-wage jobs via coordination with property owners, Town, and RCEDA
- With completion of kiosk, obtain official Visitor Center signs on U.S. 93 to pull travelers into Town
- Surveyed businesses about needs, ideas, and priorities; responded with refined direction
- Planned and sponsored fall retail promotion events: First Fridays, Small Business Saturday, Window of Gifts and Giant Stocking promotions, and Country Christmas
- Implemented overall community image promotion, including news releases, media interviews, Facebook campaign, event calendar listings, and branding initiative
- Planned television advertising campaign for spring 2018
- Created map and directory of businesses by category
- Creating guide to Stevensville meeting and event venues
- In 2017, planned and implemented Western Heritage Days, Circus, SMSA Golf Tournament, Teachers' Welcome Barbecue, and Scarecrow Festival (a record 44 scarecrow entries and 3,200+ attendance)
- Coordinate with other local, regional, and state partners to work on projects of mutual benefit, such as tourism promotion, and recreation and transportation infrastructure.



## 2018 Membership Application and Renewal

The Stevensville Main Street Association exists to support your business, organization, and the community at large. Your participation is vital to these efforts. Please join us to help support the community and businesses by investing in Stevensville's future.

**NEW!** Complete form and payment online: <https://mainstreetstevensville.regfox.com/smsa-membership-application>

Business or Organization Name (if appl): \_\_\_\_\_

Individual or Primary Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Physical Address (if different): \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Cell Phone (if different): \_\_\_\_\_

Email Address: \_\_\_\_\_

Web Site / Facebook Address: \_\_\_\_\_

Alternate Contact Name: \_\_\_\_\_

Alternate Phone: \_\_\_\_\_

Alternate Email: \_\_\_\_\_

### SMSA Member Benefits

- ✓ Networking and business or organization referrals; opportunity to provide input on strategy, events
- ✓ Online Community Calendar of Events (part of new software—coming Spring 2018!)
- ✓ Listings in searchable online product/service directory and printed directory
- ✓ Online listings of job openings and volunteer opportunities to assist local projects and organizations
- ✓ Educational information and workshops; bi-monthly issues/events updates via email; quarterly newsletter
- ✓ SMSA swag: window decal and certificate; discounts on event vendor opportunities
- ✓ Grant search for nonprofit organizations (access to SMSA database of 8,000+ foundations)
- ✓ Name/logo on SMSA communications/events, leadership advice (Sustaining Member, Major Supporter)

### Yes, I want to be a 2018 Member!

#### Suggested Annual Membership Investment *(Please check preferred level):*

<input type="checkbox"/> Sustaining Member (incl. Board seat if desired) \$1,500	<input type="checkbox"/> Business with 1-2 employees \$100
<input type="checkbox"/> Major Supporter (incl. Leadership participation) \$1,000	<input type="checkbox"/> Nonprofit with 30+ members \$100
<input type="checkbox"/> Business or Organization 21-50 employees \$500	<input type="checkbox"/> Nonprofit with <30 members, or Cottage Business \$75
<input type="checkbox"/> Business or Organization 11-20 employees \$350	<input type="checkbox"/> Individual Main Street Supporter \$50
<input type="checkbox"/> Business or Organization 3-10 employees \$200	<input type="checkbox"/> Friend of Main Street Stevensville \$25

#### MEMBERSHIP PAYMENT

Membership Investment Amount: \$ \_\_\_\_\_

Additional Donation: \$ \_\_\_\_\_

**TOTAL AMOUNT:** \$ \_\_\_\_\_

Method of Payment:  Check enclosed  
 (see address below)  Bill me

#### I AM INTERESTED IN PARTICIPATING AS FOLLOWS:

**Sponsor an Event:**

- Western Heritage Days
- Creamery Picnic
- Scarecrow Festival
- Country Christmas
- Splendor on Main

**Help with Strategy & Planning:**

- Economic Development
- Overall Stevi Promotion
- Special Events
- Design and Physical Space
- Advisory Board

The Stevensville Business and Organization Directory (online and printed) will list Stevensville Main Street Association (SMSA) members both alphabetically and by product/service category. Please list or describe the products/services your business sells or your organization provides.

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**Thank you for your support!**