

Main Street
CALUMET



Community

MEMBERSHIP
CAMPAIGN

MAIN STREET CALUMET

About Us

Main Street Calumet, Inc. is a 501(c)3 non-profit organization focused on economic redevelopment in downtown Calumet. We work closely with business and community members as well as local leaders to revitalize the downtown, continue growth as an artistic and cultural destination and provide local festivals and events to keep the focus on downtown Calumet.

Please use this guide as well as our 2016 Annual Report (available at www.mainstreetcalumet.com in the About Us section) as you consider contributing to Main Street Calumet. Together these documents provide an accurate description of our current efforts and our vision for the future.

You will notice that our Membership Packages have changed since our last Member Drive in 2013. Our membership platform has been streamlined to allow the best expenditure of volunteer and staff time and thus leave more time for execution of our mission! We have tailored this Membership Package to avoid repetitive financial “asks” throughout the year. Members can now join, pay and manage their accounts on-line through our website.

Membership in Main Street Calumet (MSC) shows your dedication to our community and allows for continued economic redevelopment efforts in the area. We do strive to recognize our members, on-line through social media sharing, on our website Member Directory, during our weekly radio updates, and in printed materials. However, we do not see membership as an advertising package but as a reassurance that essential local revitalization efforts are being addressed.

That said, events are expensive to produce and we have created an Exclusive Sponsorship Program that will allow interested parties dedicated advertising for their support of an individual Main Street Calumet event.

Main Street Calumet Mission

To guide the revitalization of an exciting and vibrant historic downtown district that is attractive to residents and visitors. In the process the program will forge partnerships, foster development of community leaders, and facilitate the rehabilitation and restoration of its buildings and spaces to be occupied by an economically successful mix of business services and residents.



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246
www.mainstreetcalumet.com info@mainstreetcalumet.com



MAIN STREET CALUMET

Marketing Calumet and local businesses!

OVER THE AIR WAVES Main Street is the only organization providing radio advertising for the whole Calumet area. Every Thursday, Executive Director, Leah Polzien sits down with KBEAR 102.3 FM host Todd VanDyke at 9:30am for a Calumet update. Segment includes local events and business updates. Let us know what's going on in your business so we can share with the community!

OUR WEBSITE For visitors we've added an "explore" section, featuring area highlights and several KNHP brochures. For residents and developers we've added resources for local ordinances and relevant agency contact information. The Main Street Calumet is actually the **only** place where many local ordinances are available on-line.

PRINT MATERIALS The 3-panel Downtown Calumet Guide, focuses on the 5th and 6th Street business district and the larger 8-panel Calumet Explorer Map (coming soon) includes businesses and area attractions. 5000 copies of the Calumet Explorer Map will be distributed throughout the state prior to the 2017 tourist season. 2000+ copies of the Downtown Calumet Guide will be distributed in the region. There are no other marketing materials available specifically for the Calumet business district and township area attractions currently.

SOCIAL MEDIA To further expand our reach we have increased our **Facebook** postings, and added an **Instagram** account. Both accounts are also being used to share **your** posts!

BLOG, E-NEWSLETTER & CALENDAR Our website is also home to our new blog, *Calumet Current*, which features local news and historic tidbits. In February, 2017 we started producing *Calumet Monthly* a monthly e-newsletter. We also host a community calendar where we post events, meetings for MSC and the Village of Calumet. We invite members to use this calendar to post their business or organization promotions! Visit the calendar tab of www.mainstreetcalumet.com to post your event!!



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246

www.mainstreetcalumet.com info@mainstreetcalumet.com

MAIN STREET CALUMET

Signature Events & programs

Spring Clean Up | Mid-May

May brings snow melt and reveals lots of litter. Main Street Calumet organizes Spring Clean Up each year to make sure that the winter's worth of trash gets picked up. The event is a success due to the 50+ volunteers who attend, making the workload lighter for all!

Pasty Fest | Saturday before July 4th

Our summer season event is Pasty Fest, the last Saturday in June. Each year the festival attracts hundreds of residents and tourists to our downtown. Planning for Pasty Fest 2017 is well underway and again will take place on 5th Street, right on the doorstep of our businesses.

Main Street Farmer's Market | Saturdays June-September

Locals and tourists alike enjoy stopping by the Farmer's Market located just south of the Calumet Theater Saturdays throughout the summer. Organic veggies, fresh roasted coffee and local organic maple syrup are just some of the highlights!

Christmas in Calumet | Saturdays in December

Each Saturday in December Santa visits a local business to hear every child's Christmas wishes and give them a little pre-Christmas gift. Over the month of December, our Christmas in Calumet event provides 400+ children with gifts and visits with Santa. In addition Main Street arranges for horse drawn wagon rides and live music for 2-4 Saturdays in December (weather dependent), attracting families for a memorable experience in our downtown.

Windows into the Past | Continued Effort As Needed

When storefronts become vacant Main Street volunteers step up to create history inspired vignettes in these empty spaces. The result is storefront windows still look attractive and well-kept while they await the next occupant.



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246

www.mainstreetcalumet.com info@mainstreetcalumet.com



MAIN STREET CALUMET

Signature Events & Programs, Cont.

Community Wide Meeting | Each Spring

Main Street Calumet hosts a public meeting, inviting the community to get together, have a bit to eat and get updates from local leaders.

Downtown Flower Planters | Summer

Early each summer Main Street Calumet volunteers and Calumet Floral, partner to bring a little bit of sunshine to our downtown streetscape! The planters are placed in front of downtown businesses from June – October (weather dependent). *Note: This year planters will NOT be sold separately and will be distributed equally on 5th and 6th Street.*

MAIN STREET CALUMET

New Events for 2017

We are excited to present two new events for fall 2017. We anticipate these events will boost interest and attract customers to the downtown area.

Ladies Night Out | TBD Mid-November

Format of the event will be similar to that of other communities. Local businesses will be asked to be open from 5-8 (or 9pm) on a Friday night exclusively for ladies to come in and shop for the upcoming Holidays. Main Street will provide radio, print and social media advertising for this event. We welcome input from business owners about this event including what day of the week would work best, and time frame for the event. Businesses would be asked to come up with their own special promotions surrounding this event such as 10% off, providing shoppers with snacks/beverages or

Halloween Trunk or Treat Spooktacular | October

An opportunity for businesses and families to participate in the trick-or-treating experience in downtown Calumet. Businesses can open their doors to trick-or-treaters if they wish (designated by Calumet Trunk or Treat sign on door). The 100 and 200 block of 5th Street will be blocked off for the evening and anyone interested will be invited to decorate their trunk (or truck bed) for Halloween and hand out candy. Main Street will provide a prize for best decorated car!



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246
www.mainstreetcalumet.com info@mainstreetcalumet.com

MAIN STREET CALUMET

Exclusive Sponsorship Opportunities

*To provide a business with the best advertising we feel that exclusivity is key and Main Street Calumet has a few opportunities for select event sponsorships. By choosing to be an event sponsor **your business alone** will stand as benefactor of each of these experiences.*

Spring Clean-Up \$500: Each spring 50+ volunteers (students, neighbors, business owners and members of several organizations) gather to pick-up trash throughout downtown Calumet, around the CLK School grounds and in portions of Calumet Township. After the trash is picked MSC hosts a small BBQ for the volunteers in Agassiz Park. Hosting this event is a great way to demonstrate your businesses dedication to our community and thank the folks that volunteer to make our community better. This event will be promoted with radio advertising, social media posts, through the Main Street website and locally distributed posters. Your company name/link/logo will be included in all of these promotions where applicable.

Pasty Fest \$1500: This annual celebration of the Cornish delight draws over 1,000 spectators to downtown Calumet. Local families and tourists alike attend to take in the parade, peruse the vendor booths and enjoy a pasty.

Sponsorship includes dedicated acknowledgement of your company as the sponsor on all print material (posters – distributed in Houghton and Keweenaw County) and in radio advertising as well as on official Pasty Fest t-shirt (other pasty related t-shirts may be sold but will not reference Pasty Fest).

The Daily Mining Gazette may produce print material related to the event but MSC is not responsible for this publication and this sponsorship package is unrelated. This event and your sponsorship will also be promoted with social media posts and on the Main Street website with your business name/link/logo where applicable.

Main Street Farmer's Market \$2500: Every Saturday this summer local growers and food producers will gather from 10am-2pm to sell their wares. Locals and tourists alike stop by the Market between the Calumet Theater and Shute's on 6th Street to pick up fresh produce and yummy bakery. The Main Street Farmer's Market was rejuvenated



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246
www.mainstreetcalumet.com info@mainstreetcalumet.com



MAIN STREET CALUMET

Exclusive Sponsorship Opportunities, Cont.

last summer with a new location and dedication from producers. Each of the 18 markets in summer 2016 saw 4-10 vendors and drew around 50 shoppers.

Sponsorship includes your business name on all radio and print advertising (excluding rack cards which will be used for multiple years). Print advertising will include 100+ posters distributed locally, and on banners which will be located weekly at the intersection of Hwy 41 and 6th Street Extension and at the market. We would also like to invite the sponsor to attend each market in a free booth space on any or all market days.

If you would like to become an exclusive sponsor of a Main Street event please contact our Executive Director, Leah Polzien. Sponsorship will be based on first come, first served basis.

We are happy to accommodate your marketing needs, please contact us to discuss additional options!

Main Street Calumet Board of Directors

Paul Lehto
David Geisler
Jackie Ketola
Lorri Oikarinen
Laura Smythe

Tom Tikkanen
Richard Gee
Valerie Newman*
Rev. Robert Langseth
Lynette Weber*

Ilhan Onder
***ex-officio**
STAFF
Leah Polzien, Executive
Director



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246
www.mainstreetcalumet.com info@mainstreetcalumet.com



MAIN STREET CALUMET

Standard Membership Plans & Benefits

Please review the following options, check boxes next to your selection and provide your contact information! Payment may be made with this form and check to Main Street Calumet or paid for with credit card on-line under the *SUPPORT US* tab at www.mainstreetcalumet.com.

Family/Organization/Business Name (if relevant): _____

Contact Person: _____

Address: _____

Telephone: _____

E-mail: _____

Website: _____

Would you like to receive the monthly Main Street Calumet e-newsletter? YES/NO

Supporters

- Youth (21 & under) \$10
- Resident \$25
- Family \$50
- Non-profit \$100

Business Members

- Ore \$250
- Nugget \$500
- Ingot \$1000

Please select the following Business Member benefits you would like to receive;

- Business name and link on member page of Main Street Calumet website (listed by donor level)
- Main Street Calumet Supporter window cling
- Business name on Supporter 2.5'x8' banner (listed by donor level) which will be displayed at Pasty Fest, the Farmer's Market and at Christmas in Calumet events. To have name listed on this banner membership request must be received by June 1st, 2017.
- 22" Christmas wreath composed of evergreen boughs with bow. *This selection available to Nugget and Ingot level members only*



Main Street Calumet, Inc.
PO Box 188 Calumet, MI 49913
(906)337-6246
www.mainstreetcalumet.com info@mainstreetcalumet.com

