



Sept 15<sup>th</sup>, 2010

RE: Tomahawk Main Street, Inc. Membership

Dear Friend of the Main Street Program:

As the Director of Tomahawk Main Street Inc., I would like to personally invite you to become a member of the Main Street program. In order to continue the work that we have begun, we need your help to continue to grow. We are a non-profit organization that relies financially on its BID dollars, fundraising efforts and membership dues. As I ask for your support, it is important to me that you know what we have accomplished so far!

As you are well aware, Tomahawk Main Street is a volunteer driven organization that that boasts over 5000 volunteer hours for the 2009/2010 fiscal year. We have accomplished some pretty remarkable achievements. Our downtown business district has witnessed both the physical improvements as well as an increase in the dollars that are being spent in our diverse business community.

We have really stepped up our efforts to promote our beloved Main Street. We provide events like The Memories on Main Street Car Show weekend and the Music on Main Street Concert that brings thousands of people downtown. Tomahawk Main Street Inc. has invested \$10,981 in promoting our downtown with campaigns such as Spring Fling, Farmers Market, Fall Family Festival, Scavenger Hunt, Coupon Book, and Did You Know. Our holiday retail campaign kept over \$50,000 of holiday shopping dollars right here in Tomahawk.

In working with the Wisconsin Main Street program, North Central Economic Development Corporation, Lincoln County Revolving Loan Fund, Tomahawk Development Corporation, and our local banking community, we are witnessing first hand the restoration and preservation of the properties on Wisconsin Ave. The amount of money that has already been reinvested in both the external and internal renovations is \$433,500.00 and this is just the beginning of our property owner's commitment of their personal and business funds.

We are also proud to report that we established our own Bricks and Mortar Grant program that has already awarded (3) property owners a \$500.00 grant each for their

façade improvements. In addition, Tomahawk Main Street Inc. has been the recipient of over \$15,000.00 in In-Kind Products and Services from various businesses in Tomahawk.

In 2010, our Board of Directors asked us to raise \$6700.00 in fundraising dollars, to date we have raised over \$14,000.00.

We partner with the Chamber of Commerce, the Lions, Kinship, The Historical Society, Tomahawk Elementary School and Tomahawk High School because we understand the importance of working together to enrich our community.

I could go on and on. If you haven't noticed, I am passionate about Tomahawk Main Street. I have had the privilege of working with the business and property owners over the last 18 months and I am submitting this request on their behalf. If energy and enthusiasm were all I needed to move our organization forward, I would not have to ask for your assistance. Currently, I am the only paid employee and Main Street pays me a part-time salary. I consistently work full-time because I believe that we are making a difference and there is a lot to do. It is easy to become a member of Main Street. I have enclosed a brochure for you to review and return I know that if you can, you will join our team and become a member. Main Street is the heart of Tomahawk and I know that you love it as much as I do! Thanking you in advance for your support.

Sincerely,

Lori Koppelman  
Director of Tomahawk Main Street Inc.

Enclosure-Membership Application