



22nd STREET REDEVELOPMENT CORPORATION 2010 MEMBERSHIP APPLICATION

A Florida Designated Main Street
833 22nd Street South, St. Petersburg, FL 33712
22ndstreetrdc@gmail.com
727-455-5130

Mission:

The 22nd Street Redevelopment Corporation's mission is to serve, assist, empower and assure access to economic opportunities and social welfare independence.

Overview:

The 22nd Street Redevelopment Corporation is a non-profit Florida Corporation founded in 1994 aimed at revitalizing the 22nd Street corridor. In 2001, we affiliated with the Florida Main Streets Program in Tallahassee which provides (based on a similar national program) a road map to revitalization of districts like ours. Since then we have been contracted with the City of St. Petersburg to operate this program. Main Street encourages economic development within the context of historic preservation – a blending of commercial, as well as, historical and cultural aspects.

The Main Street Approach:

Across the nation, many towns are discovering that the Main Street approach can bring about dramatic positive change downtown. Main Street encourages economic development within the context of historic preservation.

The Florida Main Street Program is not a grants program. Operating costs for local programs (average budget is \$100,000) are the responsibility of the individual programs. Historical Resources Grants-in-Aid funding is awarded to our program partner, the National Trust Main Street Center of the National Trust for Historic Preservation, to provide the consultant services needed for development of local Main Street programs.

The Main Street four point approach advocates improvements in four areas, organization, promotion, design and economic restructuring to create a positive, distinctive image for downtown:

Organization-Working with public and private sector community leaders to develop consensus and coordinate resources to revitalize downtown.

Promotion-Creating and marketing a positive image of downtown through special events, retail sales, effective advertising, and public relations.

Design-Encouraging quality building rehabilitation, signage, public improvements, and window displays to improve the appearance of downtown.

Economic Restructuring-Improving the economic base of downtown by strengthening existing businesses, recruiting new businesses, and filling second floor vacancies.

The Main Street approach also advocates a return to community self-reliance and emphasizes the downtown's traditional assets: personal service, local ownership, unique architecture, and sense of community.

BECOME A MEMBER

Be a part of the progress by becoming a member of 22nd Street Redevelopment. Your tax-deductible contribution will be reinvested in this community, supporting projects, numerous special events, educational workshops, and other economic and social missions.

We would like to thank you in advance for your generous support.

Benefits of Membership 22nd Street Redevelopment Association

Know what's going on in the District that affects you. We visit you, mail and email you about, and invite you to, quarterly general meetings and socials.

Have a stronger voice with the 22nd Street District by locking arms with other businesses and organizations to achieve more together.

Support and participate an organization that supports and works hard for you!

Join the growing number of district events and promotions.

Link your website, or photo and paragraph about your business. This is widely distributed to bring you more business.

Discover22ndSt.com website showcases you and the district.

We meet regularly with the city department representatives and present individual needs and concerns of those in the District.

There are **leadership opportunities** if you volunteer for jobs small and tall in design: organization, promotion and redevelopment activities.

We support you being in business for yourself and continue to look for new ways to do so.

FRIENDS CIRCLE – SPONSORSHIP

<input type="checkbox"/> Mercy Hospital – 1992	\$5,000
<input type="checkbox"/> Jordan Elementary – 1925	\$4,000
<input type="checkbox"/> Manhattan Casino – 1925	\$3,000
<input type="checkbox"/> Seaboard Coastline Railroad – 1926	\$2,000
<input type="checkbox"/> Jordan Park – 1939	\$1,500
<input type="checkbox"/> Royal Theater – 1948	\$1,000

SUSTAINING MEMBERSHIP

<input type="checkbox"/> Lifer	\$500
<input type="checkbox"/> Visionary	\$300
<input type="checkbox"/> Believer	\$200
<input type="checkbox"/> Supporter	\$100
<input type="checkbox"/> Regular	\$25
<input type="checkbox"/> Youth	\$10

BUSINESS / ORGANIZATION

<input type="checkbox"/> Business	\$300
<input type="checkbox"/> Government	\$200
<input type="checkbox"/> Non-Profit	\$150

“Membership Continued”

\$95 Business/Organization Membership - your support promotes 22nd Street Business District
(gets you listed in print and online business directories) 12-month membership

\$25 Friend / Resident of 22nd Street (Non-Business Membership) 12-month membership

VOLUNTEERS

Volunteer 20 or more hours per quarter Free 1 year Supporter Membership
(Does not include Board Members).

Enclose form & make check or money order payable to: “22nd St. Redevelopment Corp., Inc.”
Mail to our PO Box 12794 St. Petersburg, FL 33733

Business / Organization: _____

Name: _____

Physical Address: _____ Zip Code: _____

E-Mail: _____ Website: _____

Nature of Business/Organization: _____

Which of these interests you more?: (check one or two)

- Look of the District (Design)
- Gathering people to together (Organization)
- Events & Activities (Promotions)
- Getting properties occupied (Economic Redevelopment)

Comments or things you’d like to say about 22nd Street revitalization:

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Mrs. Alice Jordan, President
 Mrs. Annette Howard/Vice President
 Ms. Lisa Wilson/Treasurer
 Mrs. Paula Barco/Secretary
 Urban Exposure, Inc. Consultant