



I would like to volunteer for Russell Main Street, Inc. Check all that apply.

Special skills that may be a benefit to Russell Main Street, Inc (people skills, grant writing, physical labor, etc.):

- Design** (Quarterly meetings with monthly to every other month design projects) getting Main Street into top physical shape. Capitalizing on its best assets. Creating an inviting atmosphere through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights, and landscaping. Design activities include: flower pot maintenance, Christmas decorations, Christmas Tree in Cecil Bricker Park, encouraging appropriate construction, instilling good maintenance practices, promoting rehabilitation of historic buildings.
- Promotion** (2nd Wednesday of every month at noon in the Main Street Basement Conference Room) sell a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing a district's unique characteristics to residents, investors, business owners, and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events, and marketing campaigns carried out by local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area. Promotion activities include: Blarney Stone Hunt, Lighted Christmas Parade, Weihnachtsfest, and Brew Me Brewfest.
- Economic Vitality** (monthly meetings at Espresso, Etc. Conference Room) strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Economic vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies. Economic vitality activities include: Business Investment Guide, Vacant Building Ordinance, Downtown Development Plan, etc.
- I do not want to be on a committee but would volunteer for specific events or smaller activities if contacted.
- I am interested in specifically helping with: _____

Contact Information:

Name: _____

Phone: _____ E-mail: _____



Mail forms to:
507 N. Main - PO Box 58
Russell, KS 67665