

BE PART OF THE EFFORT

Building on downtown's inherent assets of rich architecture, personal services and traditional values, Downtown Lima seeks to reposition the downtown area as the center of community services and activities.

Downtown Lima's course is set by a volunteer Board of Trustees whose dedicated membership reflects a broad spectrum of community investment concerns. Please consider helping the Board set and then meet these goals. Downtown Lima is only as successful as our members demand.

WHAT DIFFERENCE DOES MY SUPPORT MAKE?

Your membership in Downtown Lima supports our mission and makes an investment in the future of our community.

Your membership and/or volunteer time to actively serve on committees is critical to the success of Downtown Lima, Inc. Your skills, your energy, ideas, time and talent will help us reach the realistic goals we have set for the Main Street program.

Please use the form on the back of this brochure to tell us what you can do to keep this worthwhile program moving ahead.

If you have questions, please contact our Executive Director for further information at (419) 222-2686.

Brochure Printed Courtesy of:



WHY DOWNTOWN?

After some years of decline and hardships downtown, Lima has made a slow and steady resurgence. Beginning with the Veterans Memorial Civic & Convention Center, the Parking Garage, the Enterprise building, The Wingate Hotel, the Allen County Museum, Allen County offices, Train Depot renovation, Lima Senior High School, expansion of Lima Memorial Hospital and St. Rita's Medical Center, and a donation of land along Bellefontaine Avenue for a new City park. Positive things are happening and more are on the horizon.

Downtown Lima is the hub of our community. People's opinion of Lima and the surrounding area are dependent on a vibrant downtown. With your help and a positive attitude, downtown Lima will continue to move forward!

BENEFITS OF A MAIN STREET PROGRAM

When a community participates in the revitalization effort, the downtown area experiences renewed vitality and enhanced performance. Benefits include:

- ◆ Protecting and strengthening the existing tax base.
- ◆ Increasing sales and returning revenues to the community.
- ◆ Creating a positive community image.
- ◆ Creating visually appealing and functional buildings.
- ◆ Attracting new businesses.
- ◆ Developing new opportunities in historic buildings.
- ◆ Creating new jobs.
- ◆ Increasing investment in the downtown.
- ◆ Preserving historic resources.



DOWNTOWN LIMA, INC.

An Ohio Main Street Community

Downtown Lima, Inc. Vision Statement

The Lima Downtown Central Business District shall be promoted and marketed as the government, financial, commercial/professional office and cultural center of the metropolitan community, with supporting retail and housing.

WELCOME!

We are glad you are in downtown Lima. Lima is an old manufacturing town that has maintained itself despite many challenges. We have good hardworking people. Diversity is a strength of our community. The fact that you are here as a visitor or business owner, investor or a resident, we say *Welcome*. We encourage you to learn more about Downtown Lima Inc. as we continue our efforts to improve downtown.

WHO IS DOWNTOWN LIMA, INC.?

Downtown Lima, Inc. is the leading advocate for downtown businesses and property owners. We interface with the City of Lima, but have no political ties. At times, we represent our members to the City. At other times we represent the City. Our goal is to work for a better business district. Lima is the center of a four township area. By working together, we hope to continue to build a solid presence in Northwest Ohio.

OUR LOCATION:

Our offices are located at 144 S. Main Street, Ste. 201, in the Lima-Allen County Chamber of Commerce Building. We have no ties to the Chamber other than they are our landlord.

STAFF & SUPPORT

The Downtown Lima Staff consists of an Executive Director and a part-time Assistant Director. The organization operates on a small budget supported by the City of Lima, Lima/Allen County Convention & Visitor's Bureau and membership fees. Downtown Lima Inc. is a 501(C)3 non-profit organization. All membership fees are tax deductible.



Lima Train Depot



Downtown Planter



Allen County Fair Parade

DOWNTOWN LIMA'S FOUR STEP APPROACH

Downtown Lima, Inc. is part of the National Main Street Network and Heritage Ohio. These programs use a four-point approach to downtown revitalization. The four points are:

Organization:

Directly involving the citizens and businesses whose common interest is to preserve and revitalize the downtown area.

Design:

Maintaining and enhancing the downtown's historic character by educating business/property owners on façade enhancement and rehabilitation efforts

Economic Restructuring:

Strengthening the existing business district to remain competitive while recruiting new businesses to fill a market niche.

Promotion:

Marketing Downtown Lima to rekindle community excitement and involvement. Promotions range from street festivals to retail events, from community education to aggressive public relations.

MEMBERSHIP FORM

Date: _____

Sign up for:

Businesses & Organizations

- Sponsor Member..... \$150
- Bronze Member..... \$250
- Silver Member..... \$500
- Gold Member..... \$1000
- Platinum Member..... \$2500 +

Other

- Individual/Family..... \$25 +

Name: _____

Business Name: _____

Address: _____

Phone: _____

Fax: _____

Email: _____

Website _____

- YES—I would like to serve on a committee!

Method of Payment

- Check Credit Card
- Invoice/Bill Me *Please call for details!*
- Cash

Make checks payable to:

Downtown Lima, Inc. & mail to:

144 S. Main Street, Ste. 201 Lima, Ohio 45801

Phone: (419) 222-2686

Fax: (419) 229-0266

Email: info@downtownlimaohio.com