

"I have never seen anything like the outpouring of community support that I received once we announced that we were coming to St. Cloud. Pegg and the rest of the Downtown Council were there to answer my questions, address concerns, and help me navigate through everything needed in opening a new business in a very effective manner. With your help, we were able to complete the construction of our store in about 10 weeks!"

Joshua Aliesch  
Owner, Brothers Est. 1967 Bar & Grill

"An energetic and healthy downtown benefits everybody. It helps attract businesses to Central Minnesota. And for companies and colleges like mine, it helps hold on to our talented work force. I serve on the St. Cloud Downtown Council because Downtown is the heart of our community and region."

Rob Ruprecht  
Director of Admissions, Rasmussen College

"The St. Cloud Downtown Council is an amazing advocate for businesses. When I needed help with building codes or tackling red tape, I call the Downtown Council for help. It's a great asset - I feel like I have a partner - someone who wants to see me succeed and help my business grow."

Dee Holsinger  
Owner, BumbleDee's

"Great community events help create a vibrant atmosphere in the heart of the city and nobody can capture that magic better than the Downtown Council. Both my staff and my clients have a blast with the Winter Nights & Lights Parade. It's one of my favorite winter traditions and I'm thrilled the Downtown Council hosts it each year."

Paula Capes  
Commercial Lender, Falcon National Bank

The DTC is the only member organization focused exclusively on Downtown. It's the leading advocate and partner to lead the charge for continued improvements, growth and development in our Downtown, the heart of the region. JOIN US *in our* endeavor.

Own it!

#### MEMBERSHIP APPLICATION

Company Name \_\_\_\_\_  
Contact First Name \_\_\_\_\_  
Contact Last Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone Number \_\_\_\_\_  
Email \_\_\_\_\_  
Web Address \_\_\_\_\_  
Type of Business \_\_\_\_\_  
Number of Employees \_\_\_\_\_  
Days and Hours of Operation \_\_\_\_\_  
Business Category (See Dues Listed below)

Type of Payment Preferred: ☐ **Send Invoice**

**Check Enclosed** ☐

**Credit Card** ☐ Visa ☐ Mastercard I will call to pay

#### MEMBERSHIP CATEGORIES

General	1-10 Employees	Dues \$330
General	11-30 Employees	Dues \$450
General	31-50 Employees	Dues \$640
General	51-200 Employees	Dues \$2,300
General	201+ Employees	Dues \$3,000
Hotels/Other	# Employees N/A	Dues \$1,500
Property Owners	# Employees N/A	Dues \$790
Non-Profits	# Employees N/A	Dues \$180
Special	# Employees N/A	Negotiated

St. Cloud Downtown Council  
1010 W. St. Germain Street, Suite 250  
St. Cloud, MN 56301  
(320) 257-8600

# DOWNTOWN

*is where* St.Cloud

# HAPPENS.



Be a part of the movement to create a vibrant, action-packed Downtown!





Our **PURPOSE** is to  
create a thriving  
downtown:

**VIBRANT &**  
brimming with vitality

**FOR** individuals, families,  
and businesses.

Since our founding in 1992, the Downtown Council has partnered with individuals, businesses, and organizations committed to the energy, advocacy, and economic investment needed to achieve our mission.

Today, more than 155 members are an integral part of the Downtown Council. These memberships ensure the resources for:

- Business recruitment and retention
- Ongoing beautification
- Family-friendly special events
- Marketing and promotion of greater Downtown
- Membership advocacy and support.

We are a membership organization that works on behalf of our members. Membership support represents 35% of our budget. The more members we have, the more we can accomplish!

In addition to the benefits of a vibrant, bustling Downtown, Downtown Council members receive the following:

## MEMBER BENEFITS

- 1 FREE website listing and weblink
- 2 Leighton Broadcasting will match your membership fee with free radio advertising (up to \$450)
- 3 Discounted advertising rates with St. Cloud Times
- 4 Free access to marketing data including mailing lists and labels
- 5 Weekly Monday Morning e-newsletter about Downtown happenings, advocacy, and member events read each week by 2,000 people! FREE ads
- 6 FREE list in Walking Guide Maps and Convention Center Information Kiosk
- 7 Member workshops and training events
- 8 Networking events
- 9 Member-pricing at special events
- 10 Sponsorship opportunities

[www.stclouddowntown.com](http://www.stclouddowntown.com)

Business is built on relationships, and Downtown Council members know that life-long relationships are made when business people and residents unite in a common mission.

## Did *you* know?

- More than 6,000 people work in St. Cloud's Downtown
- 51% of Downtown Council members have 1 to 10 employees
- Over \$115 million has been invested in Downtown the past 6 years
- The vacancy rate is lowest in 4 decades!
- Special events – like the Winter Nights & Lights Parade, Walk About, Arts Crawls and Summertime by George – welcome more than 160,000 people to the greater downtown area annually

