



# GET MORE FROM YOUR MEMBERSHIP!

## SIGN UP FOR LAKE STREET COUNCIL'S SILVER OR GOLD MEMBERSHIP LEVEL!

Starting in 2009, Lake Street Council added new membership levels so you can be more involved in our Lake Street business community efforts and reap the benefits that come with it! The **Silver membership level** adds an extra \$250 to your basic dues rate and gets you tickets to our November fundraiser, a Lake Street tote bag, an increased presence on our website, and advertising space in our print and e-mail newsletters!

The **Gold membership level**, for another \$250, you get all the Silver benefits, **plus** tickets to March annual meeting, an ad in our fundraiser program, front page highlighting of your business on our **VisitLakeStreet.com** site, and more!

Again this year, your increased membership level can do even more! Lake Street Council is applying to The McKnight Foundation for another **matching membership grant** – they have matched every new membership dollar we get with one of their own. In the past 2 years, we've been successful in earning an additional \$25,000 which provided direct services for you and your neighbors. This will again give you the chance to **double your impact** when you join or renew at a higher level.

Of course, we welcome all new and renewing members who wish to join at the basic membership level – we'll be working hard to provide you with the answers and services you need to make your business a success! In 2009, our initiatives included:

- Improved and expanded our website for tourists and residents: **www.visitlakestreet.com**, and an increased Lake Street presence on websites like Facebook & Twitter
- Participation in the **Annual Twin Cities Food & Wine Experience** at the Minneapolis Convention Center, where our Lake Street booth won the award for *Best Edible Experience*
- Lake Street banners on the Greenway
- Visit Lake Street video billboards at the Minneapolis-St. Paul airport
- Year-long Visit Lake Street radio campaign on 6 strategic radio stations that included monthly radio remotes for area businesses and events
- Façade Improvement Grants
- Advocacy for area businesses regarding ordinance changes and licensing and inspections issues

We have a lot more planned for 2010, **but it can't happen without your support!** Please return the enclosed membership application to us along with your check for membership at the Basic, Silver, or Gold level.

If you'd like to make a special arrangement for your dues, such as paying in quarterly installments instead of all at once, or if you have any other questions, we'll be glad to help you. Get in touch with **Joyce Wisdom** at 612-822-0232 or [jwisdom@lakestreetcouncil.org](mailto:jwisdom@lakestreetcouncil.org). Also be sure to visit our two websites, **www.visitlakestreet.com** and **www.lakestreetcouncil.org**. They're both great resources for Lake Street business owners.

**Thank you!**