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“Downtown Plano, weaving arts, entertainment, commerce, shopping and dining into the unique fabric of a historic urban center is a livable, walkable transit village where community and accessibility are valued”

*~ Downtown Plano Retail Task Force Report
June 2006*

President
Rick Baldelli

Vice-President
Sharon Lloyd

Secretary
Nina Ricks

Treasurer
Mary Jo Montgomery

Sergeant of Arms
Joseph Skibbie

Welcome to the Historic Downtown Plano Association!

Thank you for your interest in joining the Historic Downtown Plano Association! HDP A represents our members in shaping the future of Downtown Plano (DP). Our members are merchants, building owners, neighborhood groups and anyone with an interest in what the future of DP will become. Our goal is to make DP more than a place where we live and work but into a dynamic transit and urban district that attracts all types of people from near and far. As a non-profit recognized by the IRS as a 501(c) 6 organization, HDP A relies on the dues of its members to implement its goals. In cooperation with our partners, these goals will help us in bringing upon needed change to the area.

The association is a partner with the City of Plano as we work towards the revitalization and redevelopment of DP. In the months to come, HDP A will be implementing several projects as part of the association's role in the ongoing development of downtown. We encourage you to join us on the first Tuesday of each month at 6 PM at Plano Chamber of Commerce Office, 1200 E. 15th St to see what we are all about. After two meetings, we encourage you to become a member and be part of our revolution of DP. Welcome to the Neighborhood!

Sincerely,

Historic Downtown Plano Association

Historic Downtown Plano Association

BENEFITS

HDPa members participate in developing and executing the vision of Downtown Plano by:

INFORMATION

- Receive invitations to special meetings, trips, networking events
- Link to HDPa's website for member's business website
- Access to HDPa's website Members Area
- Subscription to Downtown Update e-newsletter and the Downtown e-serve as well as regular updates and emails on Downtown Plano business and projects.
- Early notice on upcoming Downtown Events and Business
- Access to Downtown Plano Business Recruitment Resources and Information, including information on Downtown Available Sites, marketing research, and demographics
- Recognition as HDPa Member in future publications
- Use of HDPa member Directory to assist customers and for other business needs

INVOLVEMENT

- Participating in committees, task forces, and other opportunities to shape the policies that will help improve the business climate and the quality of life in Downtown
- Coordinate and Develop events and activities in the Downtown area as well as overseeing how events and activities reflect the HDPa's vision.
- Participation in HDPa sponsored activities
- Access to the Village News Newsletter
- Participation in discount deals with Partners such as the Plano Chamber of Commerce
- Use of Downtown Plano Logo for marketing, advertising, and additional uses¹
- Participation in HDPa and City planning over the future of the Downtown Plano district
- Participate in partnerships with the Blackland Prairie Festival and the Downtown Art Gallery Owners planning organizations
- Ribbon cutting ceremonies² and marketing/publicity outreach for DP merchants

BUSINESS DEVELOPMENT

- Participate in Marketing and Advertising Efforts
- Participating in overall revitalization efforts for Downtown Plano
- Access to HDPa's resources and information including using brochures, publications, and documents on area merchants and events.
- Opportunities to showcase your business through sponsorship at Downtown events
- Access to DP professional services
- Access to DP Member Directory
- Member Referrals
- Tenant and Building owner Assistance
- Use of Marketing Packet that includes contact info for City of Plano, Plano Economic Development Board, and Small Business Development Center

¹ Per official Downtown Plano Logo Guidelines

² Part of joint-partnership with Plano Chamber of Commerce

Membership Enrollment Form

Company Name

Primary Contact

Business Address

Telephone/Fax

Business Hours:

Number of Employees

Type of Business

Secondary Contacts:

Name/Email:

Name/Email:

Mailing Address

Email/Website

Membership Directory Information

Membership Directory Description

Membership Category

Type	Benefits	Membership Length	Amount	Total
Friends of the HDPDA	<ul style="list-style-type: none"> • HDPDA e-Newsletter • Monthly Update 	½ Year <input type="checkbox"/> Year <input type="checkbox"/> <i>Building Owners, Home Owners, and Home Associations</i>	\$25 <input type="checkbox"/> \$50 <input type="checkbox"/>	
Associate Member	<ul style="list-style-type: none"> • Access to DP merchandise in their business • HDPDA Networking Events • Name listed on HDPDA Website • HDPDA Member Directory 	½ Year <input type="checkbox"/> Year <input type="checkbox"/> <i>Organizations and Merchants outside of Central Downtown area (includes 14th St. to 18th St.)</i>	\$50 <input type="checkbox"/> \$100 <input type="checkbox"/>	
Bronze Member	<ul style="list-style-type: none"> • Informational Blurb on HDPDA website including address, phone number, and website link • Business Profile in HDPDA Publications and Website • Prominent Listing in future publications • Participation in HDPDA-sponsored advertising • Access to HDPDA Website Members Area • Official HDPDA Member door label • Access to DP Logo for use³ • Voting Privilege at HDPDA Meetings 	½ Year <input type="checkbox"/> Year <input type="checkbox"/> <i>Central Downtown Merchants (15th -16th St. & Municipal Ave-Ave G)</i>	\$125 <input type="checkbox"/> \$250 <input type="checkbox"/>	
Silver Member	<ul style="list-style-type: none"> • Business Logo on HDPDA Website • Business Logo in HDPDA publications 	½ Year <input type="checkbox"/> Year <input type="checkbox"/> <i>Mid-Size Companies with up to 99 employees</i>	\$250 <input type="checkbox"/> \$500 <input type="checkbox"/>	
Gold Member	<ul style="list-style-type: none"> • Website Home Page Sponsorship • First look at all marketing and BRE (Business Retention and Expansion) efforts • First right availability for sponsorship of HDPDA activities and publications • Complimentary Booth space at HDPDA activities • Immediate Eligibility to HDPDA Committees and Board of Directors 	½ Year <input type="checkbox"/> Year <input type="checkbox"/> <i>Large and Leading Companies with 100+ employees</i>	\$500 <input type="checkbox"/> \$1000 <input type="checkbox"/>	
Sustaining Member	<ul style="list-style-type: none"> • All of the Above, and • Sponsor of any event at Contributing Level 	½ Year <input type="checkbox"/> Year <input type="checkbox"/> <i>Corporate Companies supporting HDPDA through Sponsorship Opportunities</i>	\$1000 <input type="checkbox"/> \$2000 <input type="checkbox"/>	

Please return this form with payment to:
Mail Applications and Dues to:

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For More Information call 972-941-5260 or email HDPDA@visitdowntownplano.com
 HDPDA information available also at www.visitdowntownplano.com

³ Per HDPDA Guidelines