



1017 E. 15th St.
Plano, TX 75074
972-941-5260
hdpa@visitdowntownplano.com
www.visitdowntownplano.com

President
Vice-President
Secretary
Treasurer

Communications

Rick Baldelli
Sherri Chapman
Nina Ricks
Barb Cole &
Mary Jo Montgomery
Sue Nagy

“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 Report, June 2006

Thank you for your interest in joining the Historic Downtown Plano Association! HDP 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 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 re-development of DP. In the months to come, HDP 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 Into My Garden Tearoom on 15th Street 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

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

INFORMATION

- Receive Invitations to special meetings, trips, networking events
- Link to HDP's website for member's business website
- Access to HDP'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 HDP Member in future publications
- Use of HDP 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 HDP's vision.
- Participation in HDP sponsored activities
- Access to the Village News Newsletter
- Participation in DART Discount Deals
- Use of Downtown Plano Logo for marketing, advertising, and additional uses¹
- Participation in HDP 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 HDP'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

HPDA MEMBERSHIP LEVELS

Membership rates are based on 6 month and yearly membership levels. Each level is based on a recommended member category. A member can participate at any level they choose.

Individual Members

- HDPDA e-serv (emails on DP happenings and information)
- Monthly Downtown Update

Associate Members

All of the Above, and:

- Access to DP merchandise in their business³
- HDPDA Networking Events
- Name listed on HDPDA Website (name only)
- HDPDA Member Directory
- HDPDA Polo shirt

General Members

All of the Above, and:

- 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 use⁴
- Voting Privilege at HDPDA Meetings

.224 Tdlber DC /TT1 1 TDC /Ts apilsiners ber Tj/TTT1 1 Tf0 Tc 0 Tc 0 Tw 9.40470 Td()TjEMC /P A/CID 11 4
• x OfficFirst lookutu

Membership Enrollment Form

Company Name		
Primary Contact		
Business Address		
Mailing Address		
Telephone/Fax		
Email/Website		
Number of Employees		
Type of Business		
Secondary Contacts:		
Name/Email:		
Name/Email:		

Membership Directory Information

Membership Directory Description	
Business Hours:	

Website Description

Membership Category

Please return this form with payment to:

Type	No. of Members	Length of Membership	Amount	Total	Polo Size
Individual Member		½ Year <input type="checkbox"/> Year <input type="checkbox"/>	\$25 <input type="checkbox"/> \$50 <input type="checkbox"/>		
Associate Member		½ Year <input type="checkbox"/> Year <input type="checkbox"/>	\$50 <input type="checkbox"/> \$100 <input type="checkbox"/>		
General Member		½ Year <input type="checkbox"/> Year <input type="checkbox"/>	\$125 <input type="checkbox"/> \$250 <input type="checkbox"/>		
Silver Member		½ Year <input type="checkbox"/> Year <input type="checkbox"/>	\$250 <input type="checkbox"/> \$500 <input type="checkbox"/>		
Gold Member		½ Year <input type="checkbox"/> Year <input type="checkbox"/>	\$500 <input type="checkbox"/> \$1000 <input type="checkbox"/>		

Mail Applications and Dues to: **Historic Downtown Plano Association**
1017 E. 15th St.
Plano, TX 75074

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