

Ocala Main Street

2023 MAIN STREET DISTRICT MEMBER PROGRAM

Eligible for businesses within the Ocala Main Street District



OCALAMAINSTREET.ORG
executivedirector@ocalamainstreet.org



SMALL BUSINESS, BIG IMPACT.



As a business owner in Downtown & Midtown Ocala, you have an exclusive opportunity to be part of a collaborative effort that not only showcases your specific business, but expands economic activity throughout the Ocala Main Street district for the greater good of your neighbors and friends, too.

We want to build upon our reputation as a preferred destination for authentic experiences, while encouraging the growth and appeal of our business mix to a new generation of customers.



WHY OCALA MAIN STREET

JOIN A COLLABORATIVE EFFORT TO CREATE A THRIVING, UNIQUE, AND LIVABLE DOWNTOWN THAT ENRICHES THE COMMUNITY, EMBRACES HISTORY, CELEBRATES THE ARTS AND PROMOTES QUALITY EVENTS TO INSTILL A SENSE OF PLACE IN OUR COMMUNITY.





BASIC
MEMBERSHIP

GOLD
MEMBERSHIP

**ADD-ON
OPTIONS¹**

MEMBERSHIP LEVEL BENEFITS	\$200/YR	\$500/YR	VARIES SEE BELOW
	\$16.67/mo.	\$41.67/mo.	
Social Media: 4 Dedicated Promotional Posts (Minimum of one per quarter)	•		
Virtual Decal for Online Use	•	•	
Listing on Downtown Ocala Map with Click-Through Link	•	•	
Detailed Business Listing on Website Directory (Logo & Description)	•	•	
Annual Visitor's Guide Business Highlight	•	•	
Event Co-Ops: Special Sponsorship Rates & Packages	•	•	
Opportunity to Serve on Committees	•	•	
Listing on Downtown Ocala Map with Click-Through Link	•	•	
Access to event calendar	•	•	
Social Media: 12 Dedicated Promotional Posts (Minimum of one per month)		•	
Listing on Downtown Ocala Map with Photos		•	
Online Logo Placement with associated link		•	
Social Live Stream on Website Homepage		•	
Window Cling		•	
Street Level Wayfinding Directional Signage ²		•	\$100 Ea.
Visitor's Guide Ad ³		•	10% off
Visitor's Guide Feature Story: Full Page Article ⁴			\$500
Email Newsletter Spotlight ⁵			\$150
3-Month 300x250px Ad on Website Homepage			\$300
3-month 300x250px Ad on Website Subpage			\$200

Benefits last 12 months from date of purchase. ¹ Add-ons are only available with purchase of basic or gold memberships. ² Max 2 signs. ³ Must prepay for 4 editions. ⁴ Limit one per 24 months. ⁵ Limit one per 6 months.

HISTORIC DOWNTOWN OCALA

CELEBRATING BRICK CITY THEN, AND NOW



PRESERVING HISTORY

With much development taking place in the mid 1800s, Ocala's heritage is so much more than just being the Horse Capital of the World. The Brick City was home to Marti City, a rich black history, and became a pit stop for some very famous individuals. Though the City was founded in 1885, our roots go back to the creation of our beloved downtown plat in 1846.

THE HEART OF OUR COMMUNITY

Ocala Main Street (OMS), a 501(c)(3) tax exempt organization, is our community's program for improving and maintaining the heart of our community. OMS is more than a merchant's or business association – it is a volunteer driven, nonprofit organization working to revitalize Downtown Ocala. Officially designated as one of the first five Main Street communities in Florida in 1985, OMS is a state accredited program and employs the National Main Street 4-Point Approach to downtown revitalization.



LOOKING AHEAD

REVITALIZATION OF THE OCALA MAIN STREET DISTRICT IS NOT JUST ABOUT FOCUSING ON THE PRESENT, BUT LOOKING 5-10 YEARS AHEAD AND WORKING TOGETHER TO CREATE STRATEGIC PLANS FOR WHAT WE ENVISION FOR THE FUTURE.





2023 & BEYOND

TRANSFORMATION STRATEGY #1: CONNECTIVITY & COMMUNITY

Develop an implementation strategy on how best to capitalize on and connect the three zones of the Ocala Main Street District: Downtown, Midtown and Tuscaawilla, to public spaces, parks, and key destinations.



ADVOCACY

Ocala Main Street leadership works behind-the-scenes on behalf of downtown property owners, businesses, residents and visitors. For example, we work directly with the City of Ocala to address maintenance, police presence, parking solutions, and homelessness. We are your voice for Downtown/Midtown Ocala transformation.



SUSTAINABLE ECONOMICS

To achieve a cyclical economy, there are two sides of development we focus on: (1) Commercial Development to ensure storefronts are filled with like-minded businesses that fit a quality profile, and (2) Community Development to create a welcoming environment and an authentic customer experience in regards to financially-qualified clientele.





TRANSFORMATION STRATEGY #2: PLACE-BASED & LIVABILITY

Create a promotional plan focused on place-based economic vitality and creating a livable downtown that celebrates art, historic preservation, and Ocala's unique assets.



IMAGE EVOLUTION

Ocala Main Street is leading the placemaking efforts in conjunction with the City of Ocala to create a sense of place for the three zones of Ocala Main Street: Downtown, Midtown and Tuscaawilla Park. Our plans are in motion and transformative imaging and branding is making its way into our district.



MARKETING

Ocala Main Street leadership has the professional experience and cooperative ability to cultivate the best ideas to position Downtown/Midtown Ocala as (1) a daily stop for local clientele and (2) a must-do destination for out-of-town visitors. A small portion of every member's annual investment is directed to promoting the entire area in a cooperative fashion.





THE FUTURE IS OURS TO BUILD

LET'S GET STARTED

Contact Ocala Main Street for more membership details, or sign-up directly at the web address below.

OCALA MAIN STREET

110 N Magnolia Ave., Ocala, FL 34475
executivedirector@ocalamainstreet.org

SIGN-UP ONLINE

OCALAMAINSTREET.ORG/MEMBERS