



Stevens Point Alliance, Inc. dba Downtown Point

Promoting tourism in the Downtown Area

The mission of the Stevens Point Alliance, Inc. is to promote tourism and events in the Downtown Stevens Point area to benefit the community. In addition, we may present a unified voice to our local and State government officials based on our downtown organization's community goals.

Who We Are:

The Stevens Point Alliance is a team of volunteers that run events such as Holiday Parades, Discover Downtown, Wine Walk and other Main Street activities. Our goal is to increase tourism, support local businesses, advance their causes and make historic Downtown Stevens Point a destination for everyone.

Own a Business Downtown?

Organizations located in the Downtown District are eligible for a regular or non-profit membership which include voting rights. This comes into play at the annual meeting in January where board members are picked and other major planning takes place. During monthly meetings, members discuss event planning, community outreach, and improvements to the Downtown Area.

Individual organizations that join Downtown Point have the opportunity to leave a legacy in the Downtown Stevens Point area and be a part of events that draw thousands of potential sales leads to the Downtown Area.

Don't Own a Business Downtown?

Not to worry! If your business or non-profit organization is located outside the Downtown District, you can still be a member of Downtown Point. Attend the monthly meetings and help with event planning, community outreach, and improvements to the Downtown Area. Be a part of the conversation and planning of events that will cultivate a community.

Get involved! Buy a membership today to have more of a voice in the heart of Stevens Point.

If you have any further questions about the organization or what planning goes into the events do not hesitate to email info@downtownstevenspoint.org.

Regular Membership \$50 - NonProfit Membership \$10

Non-Voting Business Membership \$50 - Non-Voting NonProfit Membership \$10

Benefits!

Your membership fee is used for advertising for the downtown events which promote and attract *thousands* of tourists to the downtown. Including the following:

Advertising	Details
Co-op advertising with other Downtown Point members	Your organization will be listed as a sponsor at Downtown Point- sponsored events
Downtown Point window sticker	Downtown Point member sticker to put in your businesses window to acknowledge your support for Downtown
Radio station advertising of events	In association with Muzzy Broadcasting, have important events advertised on 96.7 WSPT.
Facebook Boost advertising of events	Membership fees go toward paying for promotional posts to be boosted on Facebook, reaching thousands of users
Printing and graphics work on posters and passports	Have your organization's logo included on posters and passports for events
Ability to share/post your organization's events on the Downtown Point Facebook page with thousands of followers	The Downtown Point Facebook page has several thousand followers, meaning sharing your post on our page lets that many more people see it!

Priority	Details
Discounted rates to participate in events, as well as preference for sign-up	e.g. members receive discounts on parade registrations and have the first opportunity to sign up in the Wine Walk
Have the first option at any special opportunities presented to Downtown Point	e.g. coupon booklets for special events or sponsorship possibilities

Work Together	Details
Listing on the Downtown Point website (downtownstevenspoint.org)	Be listed under the 'Members' section with a short description, a link to your organization's Facebook page and website
Use of the Downtown membership logo	Better identify our unity and commitment to supporting the Downtown Area
Greater recognition by city and county leaders	Be part of a strong, unified voice when matters that concern the community come up
Networking with other business owners, sharing ideas and issues	Build relationships with other locals, share advice and ideas, and create a culture together
Be apart of a cohesive, organized effort to better our Downtown and increase tourism	Increasing tourism in Downtown benefits everyone. Economically, and culturally. Be a part of that growth.