



PO Box 832
Palatka, FL 32178
(386) 328-0909
www.palatkadowntown.com

TO: The Downtown Palatka community,

Downtown Palatka, Inc is a non-profit organization that represents the merchants of Downtown Palatka. We head up many different events each year including the Florida Azalea Festival, the Gem City Shrimp Blast, the Christmas Parade, and the Taste of Downtown Palatka. In addition, DPI has a leading role in advocating for local businesses and works with Main Street Palatka and the CRA to facilitate community redevelopment and revitalization – promoting Palatka as a prime location to work, live, and do business. Together we rebuild downtown Palatka!

We also sponsor, maintain, and operate **The Palatka Welcome Center**, which is located at 900 St. Johns Avenue. The purpose of the center is to build our community by recommending and making known the availability of businesses, services, churches, clubs, and organizations throughout Putnam County. We want to get the word out about your business!

You can also find us online at www.palatkadowntown.com, on facebook, and on twitter. Or you can listen every Thursday at 5PM to the **Downtown Palatka Radio Hour** on WIYD 1260 AM or WPLK 800 AM. We are constantly expanding and thinking of new ways to promote downtown Palatka. Let us help you, too. Just think of us as your off-site marketing team!

Here's what we need:

- Brochures or Rack Cards. 3.75 to 4 inches wide. 8.5 to 9 inches tall. They may be folded, but must fit in our rack holders. 200 minimum.
- Business cards, standard size, 2 inches by 3.5 inches. 200 minimum.
- Poster/flyers to help us publicize any events you may have.

What is the cost to you? Just the following:

- Two hundred of your brochures and/or business cards.
- **A yearly payment of \$75.** That's just \$6.25/month!

Checks and materials for display (etc.) need to be mailed to:

Downtown Palatka, Inc.
PO Box 832
Palatka, FL 32178

Best regards,

Jeremy Yates
Welcome Center Manager
Downtown Palatka, Inc.

Sponsor of the Florida Azalea Festival and the Gem City Shrimp Blast

Membership Benefits

Welcome Center:

- Display your business cards, brochures, rack cards, flyers or other promotional materials in our Welcome Center! We have a **great location** along St Johns Ave and Highway 20 (right beside Dairy Queen). The Center is open Monday – Friday and hosts artist receptions as well as many other special events throughout the year including Boo on the Avenue, quarterly Wine and Food Strolls, political forums and more.
- DPI members can set up small merchandise displays within the Welcome Center for a limited amount of time. Additionally, once a year, members can set up **window displays** in one of our two front windows.
- Give us your promotional materials (coupons, pens, magnets, stickers, etc) and we'll put them in our **New Resident Bags**. Coupons are a great way to turn those new residents into loyal customers!

Website and Facebook:

We post information about local businesses and events regularly on our Facebook (600+ and growing) and our website www.palatkadowntown.com. But there's much more in the works. We are also in the process of developing a new directory for the site in addition to a printed **Downtown Directory** brochure. But you have to be a member to get listed!

Representation at the City and County levels:

Downtown Palatka, Inc., is an active participant in working with our elected officials, Community Redevelopment Agency, and Palatka Main Street to make the system work for small businesses.

Festivals and Special Events:

We organize and host many events throughout the year. At our **monthly meetings**, members can discuss and **vote** on many issues that affect the downtown, including festivals/events. It's a great way to **network**, too. Let's all come together to share our best practices and advice! You may also want to get a little more involved by joining one of our committees. Our events chairperson would love to hear your ideas. And they're always looking for volunteers to help out at events! Or you could work with our Marketing Chair.

Co-operative Advertising:

Downtown Palatka, Inc. is sponsoring a new radio show, the **Downtown Palatka Radio Hour**, (started October 3, 2013). It airs **weekly on Thursdays at 5PM on WIYD and WPLK**. For more information or to become one of our "Featured Sponsors," see the attached sheet. It's just \$150 a month and you get a 5 minute infomercial, fifteen 30 second promos, four 30 second ads during the show as well as one 1"x5" coupon in both the **Palatka Daily News** and the **Putnam County Courier Journal**. That's a value of \$487.91 a month.

Email alerts, notices and event reminders:

Members also get newsletters and regular updates – so you always know what's going on Downtown and just how you and your business can get involved.