



PO Box 832
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www.palatkadowntown.com

To Our Community Partners,

Downtown Palatka, Inc is a non-profit organization that represents the merchants of downtown Palatka, the City of Palatka, and greater Putnam County. We believe there is strength in numbers. As your downtown merchants' association, we strive to unite the many stakeholders downtown under common goals. We accomplish so much more together! We also head up many different events throughout the year including the **Florida Azalea Festival**, **Boo on the Avenue**, and the **Christmas Parade**. 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.

We also sponsor, maintain, and operate **The Palatka Welcome Center**, located at 900 St. Johns Avenue (across from Dairy Queen). 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 typically see anywhere from 30 (in the summer) to 100 (in the winter) visitors and new residents every week. Help us get the word out about your business, church or organization! You can find us online at www.palatkadowntown.com, and on **facebook**. We also were just granted a license to operate a **low power FM station** for downtown Palatka. WDPI will be a not-for-profit, educational station broadcasting local, original programming produced for and by the community. We are currently looking for programming ideas, sponsorships, and underwriting assistance to help build our studios.

Here's what we need from you:

- 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. 100 minimum.
- Business cards, standard size, 2 inches by 3.5 inches. 100 minimum.
- Poster/flyers to help us publicize any events you may have.

What is the cost to you? Just the following:

- One hundred of your brochures and/or business cards and any other promo materials.
- **A yearly payment of \$25 for Basic Membership or \$75 for full DPI Membership.**
That's just \$2.08/month or \$6.25/month to take advantage of all the benefits we offer!

Best regards,

Sam Deputy, President
Downtown Palatka, Inc.

Sponsor of the Florida Azalea Festival

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 arts shows/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. There is a 20% commission on any artwork or merchandise sold at the Welcome Center. Additionally, once a year, members can set up **window displays** in one of our three front windows (limited to 36 businesses – first come first serve).
- 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! And everybody loves a good freebie!

Website and Facebook:

We post information about local businesses and events regularly on our Facebook page and our website www.palatkadowntown.com. DPI members are also listed in our online directory.

Representation at the City and County levels:

The DPI Board are active participants 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! Plus, we will be bringing in speakers and conducting workshops to help businesses grow!

Co-operative Advertising:

Downtown Palatka, Inc., works with **WPLK/WIYD, WHIF, Palatka Daily News** and the **Putnam County Courier Journal** (among other entities) to promote shopping and dining in Downtown Palatka. As a non-profit organization, we can negotiate special, cooperative advertising rates. Furthermore... as a merchants' association, we can combine the advertising budgets of multiple businesses. You may not be able to afford a billboard on your own. But five or six businesses working together can. Imagine what we can do with 25 or 50 members who are all willing to devote a portion of their advertising budget to fund similar combined efforts! So, help us spread the word! We are currently working on more brochures and printed material as well as new and better content for our website, social media platforms, and more. In the very near future, we will also have our own low power FM station – with at least 35 hours a week of local, original programming. More info coming soon!

Email alerts and event reminders

You will always know what's going on downtown and just how you/your business can get involved. We meet the fourth Wednesday of every month at 6PM at the Welcome Center.