



March 1, 2016

Dear Downtown Business Owner:

Over the last year, we've witnessed many positive changes in Downtown Janesville, including significant investments by both public and private sectors—and we at the Downtown Development Alliance (DDA) feel it is just the beginning of an amazing transformation!

The DDA is working on a new, dynamic website and branding effort to promote Downtown Janesville. The website will feature a comprehensive downtown business listing; downtown event information; and up-to-date, pertinent details about activities, new businesses, rental properties and more. A state-of-the-art website will build on the current momentum by promoting Downtown Janesville both locally and regionally.

Our goal is to launch our new website June 1, 2016. The new website will be professionally built with volunteers adding and maintaining content on a regular basis. Once the site is complete, we will implement a marketing campaign to generate awareness and promote our brand in Janesville and surrounding communities.

To ensure we include all businesses in the downtown on the new website, we've enclosed a short form for you to complete and return to the DDA, PO Box 8081, Janesville, WI 53547 by April 1, 2016.

As you most certainly know from your experience as a business owner, it takes an initial investment to get any new project like this off the ground. We have a number of options to help boost your presence on the site including a *Premier* listing and other sponsorship opportunities. We've enclosed a flyer detailing these low-cost opportunities.

The DDA is looking for 40 forward-thinking businesses to agree to a *Premier* listing for two years. We will offer this \$200 value for the discounted price of \$150. Your \$150 investment is needed now to ensure your *Premier* listing will begin when new website is launched this spring.

Thank you for your consideration and support. Together, we can make our downtown a destination for Janesville residents and any visitors for years to come!

If you have any specific questions or would like any additional information, please feel free to contact DDA Treasurer Maddie Adams at 608.314.8250 or Maddie@mcguiremears.com.

Sincerely,

The DDA Board of Directors