

Supporting **The District**

Investment Opportunities



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Invest in The Park Avenue District

- Local Investments
- Corporate Sponsorships
- Community Engagement





The District Neighbors

\$250 Businesses within one mile of the intersection of Morse Boulevard and Park Avenue subject to board approval

Economic Vitality

- Creating a diverse economy by supporting small businesses
- Enhancing the Avenue through historic preservation
- Advocacy of our Park Avenue District to the city, county and state
- Networking opportunities to build the Park Avenue and Winter Park community

Organization

- Building a strong foundation for revitalization of the historic business district
- Cultivation of strong partnerships and community relations
- Educational and Training opportunities provided by MainStreet Florida
- Welcome package

Design

- Enhancing the physical and visual elements of the Historic Downtown District
- Supporting businesses by collaborating with the city to create a beautiful and safe environment

Promotions

- Opportunity to meet and collaborate with other investors monthly
- Opportunity for increased sales through District initiatives and events
- One guaranteed social media post
- Listed on the website
- Invitations to special events



The District Investors

\$250 Businesses in the Main Street designated Park Avenue District

Economic Vitality

- Creating a diverse economy by supporting small businesses
- Enhancing the Avenue through historic preservation
- Advocacy of our Park Avenue District to the city, county and state
- Networking opportunities to build the Park Avenue and Winter Park community

Organization

- Building a strong foundation for revitalization of the historic business district
- Cultivation of strong partnerships and community relations
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Design

- Enhancing the physical and visual elements of the Historic Downtown District
- Supporting businesses by collaborating with the city to create a beautiful and safe environment

Promotions

- Relationship with the full-time Executive Director for the Park Avenue District
- Strategic marketing to bring residents and tourists to the Park Avenue District
- Cross pollination with the Distrx App
- Featured on the District map on the website
- Listed on website with link
- Joint advertising efforts in periodicals
- Social Media Exposure - guaranteed at least one post
- Events encouraging residents to be part of the Park Avenue District community
- Opportunity to meet and collaborate with other members monthly
- Opportunity for increased sales through District initiatives and events
- Invitation to special events



Resident Investment Opportunities

"Please, won't you be my neighbor?"

1882 Club

\$500 Per Household or \$250 Per Person Annually

A group of Winter Park residents that support the Park Avenue District

- Limited to 250 members
- Priority access to special event tickets
- Offered exclusive Park Avenue Perks by District businesses
- Invited to resident-only events
 - Grand openings
 - Private happy hours
 - District activities - like scavenger hunts on the ave, Bingo, etc.
- May participate in District committees



Resident Investment Opportunities

"Please, won't you be my neighbor?"

1882 Society \$5,000 plus annually

- A select group of Winter Park residents that support the economic vitality of the Park Avenue District
- Two tickets to all Park Avenue events
- Special Event for 1882 Society members only
- Offered exclusive Park Avenue Perks by District businesses
- Residents are invited to special events
 - Grand openings
 - Private happy hours
 - District activities - like scavenger hunts on the Avenue, Bingo, etc.
 - Priority access to special event tickets
- May participate in district committees

Corporate **Sponsorships**





The Peacock

\$25,000

- Title sponsor of The Park Avenue District
- Reserved agenda space at each meeting
- Private event for your employees
- Four tickets to each Park Avenue District event
- Business logo on each page of the Park Avenue District's website
- Business logo and link on Park Avenue District investor page
- Business logo on all event banners
- Social media recognition
- Opportunity to host a networking social for Park Avenue District investors
- Invitation to grand opening events
- May participate in a District committee
- First right of refusal on additional sponsorships



Chase and Chapman

\$10,000

- Title sponsor for a premier event
- Featured at one Park Avenue District meeting
- Business logo on the landing page of the Park Avenue District website
- Business logo and link on Park Avenue District investor page
- Business logo on all event banners
- Quarterly social media highlight
- Opportunity to host a networking social for Park Avenue District investors
- Invitation to grand opening events
- May participate in a District committee
- First right of refusal on additional sponsorships



PARK AVENUE
DISTRICT

Mizell

\$5,000

- Title sponsor of a Park Avenue District smaller event, or presenting sponsorship of one Park Avenue District premier event
- Featured at one Park Avenue District meeting
- Business logo on landing page of Park Avenue District website
- Business logo and link on Park Avenue District investor page
- Business logo on all event banners
- Semi-annual social media highlight
- Opportunity to host a networking social
- Invitation to grand opening events
- May participate in a District committee
- First right of refusal on additional sponsorships



Col. E.B. Livingston

\$1,000

- Support the economic vitality of the Park Avenue District
- Featured at Park Avenue District meeting
- Listed on website with a link on the Park Avenue District investor page
- Annual social media highlight
- Opportunity to host a network social
- May participate on a District committee
- First right of refusal on additional sponsorships