



MILLS50.ORG

MILLS 50 is a non profit entity aimed at improving the awareness, aesthetics and viability of the District. The District boundaries are Summerlin to Bumby on Colonial and E. Amelia to Nebraska on Mills.

HOW THE MAIN STREET APPROACH WORKS

The four point methodology works to create a total image for the community: providing the retail/professional area with its necessary market niche, creating a cohesive visual identity unique to the district, and nurturing a cultural ambiance associated with the district's location, appearance and way of life. This approach gradually builds on existing resources and fosters improved district leadership and support for long term benefits.

THE FOUR POINTS

Organization is the building of consensus and cooperation between groups that play a role in the district.

Design involves improving the district's image by improving its physical appearance.

Promotion involves marketing the district's unique characteristics to residents, shoppers, investors, new businesses and tourists.

Economic restructuring means strengthening and diversifying the existing economic base of the district.

We are looking for Board Members as well as volunteers to serve on each of these committees! Won't you become involved in Mills 50?

CURRENT MILLS 50 MAIN STREET PROJECTS

- Transforming ten traffic control utility boxes into art pieces.
- Installing Mills 50 branding banners on 34 OUC poles along Mills and Colonial.
- Planting and maintaining palm trees in the medians at Mills/Marks and Mills/Lake Highland.
- Working with Lynx on design and installation of art bus shelters in the district.

MILLS 50 EVENTS

- GreenFest
- Taste of Mills 50
- Jingle 'n Mingle
- Business After Hours
- Pub Crawls

JOIN TODAY AND SAY "I BELIEVE IN THE FUTURE OF MILLS 50!"

Residential Member:

\$25

Receives newsletter; notification of upcoming Mills 50 events.

Small Business Member:

\$100

Receives newsletter; business listing on website; events included on Mills 50 event calendar.

Small Business Member Premium:

\$150

Receives newsletter; business listing on website with web link; events included on Mills 50 event calendar; member profile on the website and in the Mills 50 newsletter.

Corporate Business Member:

\$500

Receives newsletter; business listing on website with web link and logo; events included on Mills 50 event calendar; article about business in the Mills 50 newsletter; opportunity to sponsor a Mills 50 Business After Hours or a Mills 50 Coffee Power Hour.

SELECT A LEVEL

___ \$25

___ \$100

___ \$150

___ \$500

Name: _____

Business Name: _____

Location Address: _____

E-mail: _____

Phone: _____

Website: _____

Please mail your completed application and check to:

Joanne Grant, Executive Director

Mills 50 – 1200 Weber Street

Orlando, FL 32803

Phone: 407-421-9005

Email: director@mills50.org

Website: <http://www.mills50.org>

Membership is valid for one year.

Mills 50 Main Street is a non-profit entity. Membership fees and donations are tax deductible.