



## The Main Street Program Is...

designed to improve all aspects of our downtown and central business district. Our initiatives stem from local issues and concerns.

Improving economic management, strengthening public participation, and making Ukiah a fun place to visit are as critical to our historic downtown's future as recruiting new businesses, rehabilitating buildings, and expanding parking.

We are building on Ukiah's inherent assets, rich architecture, personal service, and most of all, a sense of place. The main street approach has rekindled entrepreneurship, downtown cooperation and civic interest.

Main Street listens to its members. Committee and Board meetings are open to the public. Quarterly newsletters and e-mail alerts keep members informed of developments in Ukiah, and we are always just a phone call away.

## Our Roots

Ukiah became a Main Street City in 1987 with initial support from the National Trust for Historic Preservation's Main Street Office. Since then Ukiah Main Street has thrived by virtue of its membership -businesses, property owners, non-profit organizations and citizens.

Ukiah Main Street provides a cavalcade of services through the hard work of two staff members, Board members, committee members and a cadre of active volunteers.

## Our Current Program Includes...

### Leadership

**Liaison** to City Council, City Planning Commission and Mendocino County Board of Supervisors on issues affecting the diverse interests of the district. **Partnerships** with the Greater Ukiah Chamber of Commerce, West Company, Ukiah Redevelopment Agency, Mendocino Transit Authority and other organizations active within our district.

### Tourism

**Visitor center**, inside the Ukiah Valley Conference Center to assist visitors with Ukiah and Mendocino County events, locales, services and attractions. Staff also answers phone & e-mail inquiries from our web site.

### Brochures

**Yearly Calendar** showcasing events of the district and other major Ukiah events. **Downtown Directory Guide** to assist residents and visitors with the resources within our district. **Property for Sale or Lease** quarterly update of available downtown properties.

### Events

**Ukiah Country Pumpkinfest**, blends a harvest and music festival with wine, micro-brew and food tasting. **Taste of Downtown** - Take a walking tour of Historic Downtown Ukiah's charming shops while enjoying dozens of world-renowned local wines, microbrews, brandies and more. **Comedy Alley** - Enjoy Ukiah's only local comedy venue. Three professional stand-up comedians from the Bay Area and beyond. **Fabulous Flashback Car Show** – Feast your eyes on over 350 rare and beautiful automobiles. **Pumpkinfest Beer & Wine Tasting** – A day of fun featuring the best of Northern California micro-brews, wines & beverages. Enjoy sumptuous food and local musicians. **Moonlight Movie Madness** - Throughout the summer locals can catch a free outdoor flick at the Alex R. Thomas Plaza.

### Design

**Facade Improvements**, assist local businesses with resources and suggestions for façade improvements. **Planter flowerbeds**, managed around the downtown core. **Lights in trees**, maintained year round in the downtown core.

### Communication

**News release/news assistance** in the form of consulting and editing advice, including distribution to local news media. **Website** - Maintain an informational website including a downtown directory and property database, calendar of events and much more. **Newsletter** keeping community abreast of latest developments. **E-mail mailing lists** for Ukiah events, Committee meetings and important alerts.

### Promotions

**Downtown Halloween** – Every year the witches, goblins and ghosts come out of hiding and downtown searching for treats... workers at downtown businesses hand out treats to youngsters who go door-to-door on their Halloween journey. **Home for the Holidays** – Enjoy the holiday shopping season in a delightful atmosphere with carolers, decorations, yummy treats, and more... **Holiday Trolley** – Get in the holiday spirit, and take a ride with the “Trolley Mama”. From the day after Thanksgiving, ‘til the day after Christmas, you’ll enjoy riding our free antique trolley. **Farmers Market** – Shop our fabulous market for locally grown, certified, and delicious fruits, vegetables, cheeses, honey, eggs, jams, flowers, spices and much more!

Go to

[www.ukiahmainstreetprogram.org](http://www.ukiahmainstreetprogram.org)  
for a full calendar of upcoming events

## Friends Application

- New Friend       Non-profit Organization  
 Renewal

Contact Name: \_\_\_\_\_

- Business Owner       Property Owner  
 Ukiah Resident       Supporter

Biz/Org Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Business Phone: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Business Street Address: \_\_\_\_\_

\_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Web Address: \_\_\_\_\_

### Do you want to have a direct hand in contributing to the well being of our wonderful community?

The Ukiah Main Street Program is dedicated to just that, but we can't do it alone. As a non profit organization we need the assistance of volunteers with like-minded goals to help us achieve our full potential. We have spots open on our Promotions, Design, Economic Restructuring and Organization Committees.

- YES, I would like to volunteer

## Annual Supporter Fees

- \$15 Student/Senior  
 \$30 Individual/Family  
 \$60 Non-Profit  
 \$125 Downtown Property Owner  
 \$125 Business 1 to 10 employees  
 \$150 Business 11 to 25 employees  
 \$200 Business 26 to 50 employees  
 \$300 Business 51 to 100 employees  
 \$400 Business 101 to 200 employees  
 \$500 Business 201 + employees

## Friends Payment:

- Invoice me in quarterly installments.  
 I have included a full year or multi-year payment.

Fees paid by check #: \_\_\_\_\_

In the amount(s) of \$: \_\_\_\_\_

Date: \_\_\_\_\_

Friends Signature \_\_\_\_\_

Please send to:

### Ukiah Main Street Program

200 S. School Street, Ukiah, Ca. 95482

Phone: 707-463-6729 • Fax: 707-462-2088

[mainst@pacific.net](mailto:mainst@pacific.net)

### FOR OFFICE USE ONLY:

Support processed by:  
Added to Newsletter Mailing:  
Added to Database:  
Supplemental Info Sent:  
Added to Accounting:  
E-mail List:  
Fax List:



What is the Main Street Program?

•  
How did Main Street start?

•  
What does Main Street do?

•  
How can I get involved?

You too can be a friend of Main Street

Just think of what we can do together!

Preserving and enhancing what makes Ukiah a great place!

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