



Sterling Main Street Committees

DESIGN: Creates a Sense of Place

Enhances the downtown's physical appearance while preserving its historic fabric and authentic character.

- **Time Commitment: Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformation Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Projects may include, but are not limited to, planning & implementing downtown beautification projects such as the lamppost flower baskets and other annual plantings; and educating property owners about the façade grant program.

ECONOMIC VITALITY: Creates a Sense of Vitality

Strengthens the local economy by supporting the existing base, fostering entrepreneurship, development, strategic recruitment and use of space.

- **Time Commitment – Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformation Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Supports existing businesses through collaborations, advocacy and assistance; Promotes strategic use of space; Builds partnerships and resources for development.

ORGANIZATION: Creates a Sense of Ownership

Brings the community together to build consensus & a common vision; develops partnerships that add resources and lead revitalization.

- **Time Commitment: Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformation Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Promotes the revitalization program; fosters community engagement and volunteer development.
- Oversees fund development needs of Sterling Main Street.

PROMOTION: Creates a Sense of Activity

Positions downtown as a center of activity, markets its unique assets and promotes its positive image.

- **Time Commitment – Meets as needed depending on goals/projects set.**
- Develops and implements projects and activities in furtherance of the Transformation Strategies set forth by the SMS Board of Directors (see Transformation Strategies).
- Positions the downtown as a center of activity; markets the district's assets, enhances and promotes the district's positive image & brand.

SPECIAL EVENT COMMITTEES

• Car Show (1st Sunday of May)

- **Time Commitment** – Planning begins 4-5 months in advance; Meets 3-4 times in person; much done independently and via email/Facebook group. Day of event assistance.

• Sip & Shop Events (April & Sept)

- **Time Commitment** - Meets as needed, planning 2-3 months before event. Day of event assistance.

• Pop Up Markets (monthly May-Aug)

- **Time Commitment** - Meets as needed in 3-4 months leading up to event, assist on event nights as needed.

- **Movies at Grandon (Bi-weekly June-August)**

- **Time Commitment**— assists on movie nights with set up and tear down of equipment and park clean up.

- **Hot Dog Day (1st Friday of August)**

- **Time Commitment** - Planning 3-4 months prior, meets 2-3 times, much done independently & via email/FB. Assistance on day of event.

- **Hops on the Rock (mid-October)**

- **Time Commitment** - Planning begins 6-8 months in advance, meets 3-4 times in person, as needed, much done via FB group and independently. Day of event assistance.

- **Sights & Sounds (holiday activities, coordinated in partnership with the Sauk Valley Area Chamber)**

- **Time Commitment** - Meets as needed 4-6 months before event. Event day assistance.

MURALS

- Develop ongoing marketing & promotional plan for the murals
- Assess condition of murals, develop and implement plan for ongoing repairs & maintenance of murals
- Development of a fundraising plan to sustain ongoing mural needs for both maintenance and marketing/promotion.
- **Time Commitment** - TBD

FARMERS MARKET

- Meets bi-monthly to provide ongoing oversight for the Market, including coordinating repairs, maintenance & improvements to the property.
- Helps coordinate special events & activities to promote the Market.
- Marketing & promotion of the Market.

Additional volunteer opportunities are available from time to time in providing a variety of assistance on event days, distributing posters & fliers, and other special projects.

Volunteers are the heart & soul of Sterling Main Street and help drive our mission forward in creating a vibrant downtown. Committee structures and responsibilities may be modified from time to time to best serve the needs of the community and downtown.

For more information, or to get involved, please contact

Sterling Main Street | 318 First Avenue | Sterling, IL 61081
815-626-8610 | info@sterlingmainstreet.org | www.sterlingmainstreet.org

