

McPHERSON Main Street

Our Mission Statement:

“ Impacting the community through downtown development while raising awareness of local products and services to enhance the viability and profitability of our members.”

Who We Are

McPherson Main Street’s focus is the economic development of McPherson with an emphasis on our members.

We believe that the downtown is the heart and soul of our community. Having a viable Downtown not only increases community pride, it benefits us all by providing products and services, generating revenue, and presenting a positive image for visitors and potential residents.

Our two main committees are Promotion and Downtown Development, with multiple sub-committees and a Board of Directors. They are all comprised of volunteers, dedicated to the success of our member businesses.

We work closely with other organizations and the City to do our very best for McPherson and our members.

Contact us to see how **YOU** can help!

Board & Committee Information

Board of Directors:

“Getting everyone working toward the same goal, fundraising, membership, volunteer recruitment, program operations & public relations.”

- ♦ Annual Membership Meeting
- ♦ Fundraising Events
- ♦ Training Opportunities
- ♦ Community Ambassadors

Downtown Development Committee:

“Enhancing the appearance and use of Main Street through planning. Strengthening the existing economic assets while finding ways to expand to meet new opportunities.”

- ♦ Local Design Grant for façade improvements.
- ♦ Pedestrian Friendly enhancements.
- ♦ Encourage upper story housing downtown.
- ♦ IWW funding opportunities.
- ♦ Local zoning & community Issues.
- ♦ Business recruitment & expansion.

Promotion Committee:

“Selling the image and promise of McPherson and Main Street to locals, visitors, investors, and entrepreneurs.”

- ♦ Events: Shop the Night Away, Mini-Main, Spring & Fall Open House, Shop Small, Burnin’ Down Main Cook-Off, Trick or Treat Main St..
- ♦ Partnership with Chamber/CVB for Home for the Holidays, Holiday Movies, Cookies with Santa, Open House Weekend, Snowball Drop, Candy Cane Cash, Girls Night out.
- ♦ Co-op advertising with Main Street and Chamber members and various media outlets.
- ♦ Promote our members on Social Media.

How We All Benefit

We believe a successful downtown benefits everyone, from property and business owners to local government, consumers, and lenders.

A Healthy and Positive Downtown:

- ♦ Symbolizes a caring community and a higher quality of living by providing a place where people are able to interact, and feel safe.
- ♦ Attracts potential businesses to an economically stable area.
- ♦ Establishes a sense of community pride.
- ♦ Encourages business development and economic growth by promoting an entrepreneurial spirit.
- ♦ Provides an avenue for quality, convenience, personal services and shopping.
- ♦ Sets high economic goals and standards for the community.
- ♦ Creates alliances that are positive and productive with other businesses and community organizations.
- ♦ Offers opportunities for the community to participate in the revitalization process.



Treat Yourself to Downtown McPherson



Spring Open House April 2-4, 2020

Check out the spring merchandise, uptown, downtown and all around town.

ASD Pre-Parade Sale

May 8, 2020 8-10am

Shop Downtown for pre-parade bargains, and then shop the "all-day" deals citywide. Don't forget to wear your ASD button to show your support!



Shop the Night Away

July 10, 2020 4-9pm

Summer sidewalk sale inside and out with special deals from 4-9pm. Enter to win a \$500 shopping spree! Downtown stores.

Fall Open House

August 20-22, 2020

Check out fall merchandise as you gather gift ideas for your family and back-to-school bargains. Citywide.



Burnin' Down Main Cook-Off

October 3, 2020 11:30am -1:30pm

Soup and Chili Cook-off and Dessert Contest. Entries open in September to anyone who wants to win great cash prizes. \$5 sampling wristbands sold to public who vote for favorites. Live music, and family fun! Downtown Plaza.

Trick or Treat Main Street

October 29, 2020 5:30-7:00pm
or earlier if candy runs out!

Downtown Trick or Treat with McPherson merchants up and down Main Street.



*Candy Cane Cash

November 1–December 31, 2020

Earn points for shopping at participating local businesses and you could win one of two prizes: \$1000 or \$500 in Candy Cane Cash.

*Holiday Open House Weekend

November 6-8, 2020

Start checking those lists for whose naughty or nice, and get an early start on your Christmas shopping. Sample treats and see what's new this year at citywide locations. Individual store hours.



*Snowball Drop

November 5, 2020 5:30pm

Catch a numbered "snowball" and let the shopping begin! Inside at the Community Building, for kids and adults. Santa will do a special kiddie toss. Adult toss prizes include coupons, gift cards and merchandise to encourage shopping locally.



*Girl's Night Out

November 19, 2020 4-9pm

Earn TRIPLE Candy Cane Cash points as you shop tonight and make out your wish list. Citywide locations, refreshments, drawings and more!

Shop Small in Mac

November 28, 2020

Support our local stores as you shop for bargains citywide



Main Street Mini-Main

December 5, 2020 10am-1pm

A children's shopping experience for Pre-K thru 5th grade. Elves help kids shop. All items \$10 and under. Free gift wrapping, cookies, crafts and a visit from Santa. Volunteers always needed. Downtown location TBD



*Holiday Movies & Cookies with Santa

December 2020

Join us for FREE movies at The McPherson Opera House in December. Have cookies with Santa on Thursday evenings, Saturday mornings and Saturday afternoons in December. Locations, times & movie titles TBD in October and will be posted on our website and Facebook.



Note* Holiday Open House, Candy Cane Cash, Snowball Drop, Girls Night Out, Holiday Movies and Cookies with Santa are a joint promotion of McPherson Main Street & Chamber of Commerce

