

# LaBelle Downtown Revitalization Corporation

## Membership



Being a member of LaBelle Downtown Revitalization Corporation means being part of a community that works to preserve the history of Downtown LaBelle and promote its future. Your membership commitment is an investment in the future of downtown and helps our organization accomplish our goals and projects.

		Small Business (1-3)	Medium Business (4-10)	Large Business (11+)
<b>LDRC Annual Membership</b>	\$20 Individual \$40 Couple \$75 Family	\$250	\$500	\$1000
<i>Free informational booth at event</i>		2 events	4 events	6 events
<i>Meal at special event</i>		1 meal	2 meals	4 meals
<i>Emcee mentions at event</i>	1 event	2 events	4 events	6 events
<i>Discount on sponsorship opportunities</i>			10%	15%
<i>Discount on LDRC promotional material</i>			10%	15%
<i>Discount on Pathways to the Future Brick Program</i>	10%	20%	30%	40%
<i>Facebook announcements</i>		Included!	Included!	Included!
<i>Link from LDRC website to business website</i>		Included!	Included!	Included!
<i>Newsletter announcements</i>	Included!	Included!	Included!	Included!
<i>Receive LDRC Monthly Newsletter</i>	Included!	Included!	Included!	Included!
<i>Acknowledgement of membership on LDRC website</i>	Included!	Included!	Included!	Included!
<i>Pride in Downtown LaBelle</i>	Included!	Included!	Included!	Included!

Advertising Events Include:

Smoke Under the Oaks Rib Fest ~ Downtown Live! Free Street Concerts ~ Shop Downtown Outdoor Saturday Market ~ Red, White & Tunes, 4<sup>th</sup> of July Celebration ~ Wharf Walk ~ Halloween Downtown

Your membership and brick donations support efforts like advertising, daily office operations, beautification, events, and so much more!  
THANK YOU!

# LaBelle Downtown Revitalization Corporation

## Pathways to the Future Brick Program



The “Pathways to the Future” campaign improves the livability, landscape, and aesthetics of our historic downtown by laying bricks in your honor or memory of a loved one. Every engraved brick purchased will be displayed prominently in the “Fred Johnson Memorial Parklet” in Downtown LaBelle. Brick purchases help support the LDRC projects that revitalize downtown. An investment in our cornerstone street beautification project achieves an even larger vision of a revitalized downtown once again bustling with businesses, restaurants, shops, neighbors, visitors, and pedestrians. Every brick purchase comes with a FREE one-year membership at no additional charge!

	Brick Size	Lines & Characters	Cost	Cost with Logo
<b>LDRC Brick Program</b>				
<i>Pathway Partnership</i>	8”x8”	3 lines Up to 20 characters	\$500	\$500
Cornerstone Sponsorship	8”x8”	2 lines Up to 20 characters	\$400	\$400
<i>Friends of the Future Sponsorship</i>	8”x8”	1 line Up to 20 characters	\$350	\$350
<i>Community Investor</i>	4”x8”	3 lines Up to 20 characters Up to 15 characters with logo	\$200	\$210
<i>In Memoriam</i>	4”x8”	2 lines Up to 20 characters Up to 15 characters with logo	\$150	\$160
<i>Downtown Friend</i>	4”x8”	1 line Up to 20 characters Up to 15 characters with logo	\$95	\$105

**Together, we can build a stronger LaBelle.**

## *Our History Remembered*

LaBelle, nestled along the south of the Caloosahatchee River, is the county seat of Hendry County. Established in 1891, the city is named for Laura June Hendry and Carrie Belle Hendry, daughters of pioneer cattleman Francis Asbury Hendry. LaBelle's rich history boasts stories of cattle drovers and trappers with reminisces of those days in our historic district.

A group of volunteers who have an interest in improving the appearance and economic stability of historic Downtown LaBelle recognized the value that a vibrant downtown can bring to our community and the importance of protecting its historic heritage through preservation of building, public space, and its place as the heart of OUR community.

In 2008, LaBelle City Commission amended a Comprehensive Plan after completing the Downtown District Plan created in part by Fred and Shellie Johnson.

In 2014, a ribbon cutting celebration was performed for the City of LaBelle's Wharf renovation project completion. LaBelle Downtown Revitalization Corporation was founded in partnership with the City of LaBelle.

2015 marked the 'Fred Johnson Memorial Parklet' completion along Fort Thompson Avenue.

The Land Development Code for Downtown LaBelle was amended.

## *Membership Levels*

Our membership, partnership, and sponsorship dollars allow LDRC to continue its programming which includes hosting downtown events, completing beautification projects, and developing and recruiting new business in downtown.

We invite you to join LDRC and help us to turn the vision of a revitalized Downtown LaBelle into a reality.

<b>Individual</b>	<b>\$20</b>
<b>Couple</b>	<b>\$40</b>
<b>Family</b>	<b>\$75</b>
<b>Small Business</b>	<b>\$250</b>
<b>Medium Business</b>	<b>\$500</b>
<b>Large Business</b>	<b>\$1000</b>

### **BRICK PROGRAM**

<b>Pathway Partnership</b>	<b>\$500</b>
<b>Cornerstone Sponsorship</b>	<b>\$400</b>
<b>Friends of the Future</b>	<b>\$350</b>
<b>Community Investor</b>	<b>\$210</b>
<b>In Memoriam</b>	<b>\$160</b>
<b>Downtown Friend</b>	<b>\$105</b>

## *Member Benefits*

Whether you own a downtown business or just love Downtown LaBelle, we need your energy and support to continue to rejuvenate our community. Your involvement in our continued planning is vital to preserving our history and growth. Become an LDRC member to support the economic well-being of the entire community!

*Name:*

---

*Address:*

---

---

*Phone:*

---

---

*Email:*

---

---

*Membership Level:*

---

*Be a member, get a member!*

Recruit a new member and receive 25% off  
your next renewal  
(up to 4 referrals per year)

Please make checks payable to:  
LaBelle Downtown Revitalization Corporation  
PO Box 1844, LaBelle, FL 33975

Questions? Please contact Kelly Boone,  
Executive Director at 863-225-2749 or  
[downtownlabelle@gmail.com](mailto:downtownlabelle@gmail.com)

## *Success Stories & Achievements*

Winner of two Main Street Florida Awards  
• Fred Johnson Memorial Parklet •  
New Benches • New Trash Receptacles •  
Nationally known LDRC Mascot, Fritz •  
Three new murals • Downtown Live  
Concerts • Saturday Market • Partnership  
with SCORE • Halloween Downtown •  
Wharf Walk • Smoke Under the Oaks Rib  
Fest • New signage • Barron Park  
Renovation • Partnership with civic  
organizations and local businesses • New  
Logo • 'America's Main Street' Contest  
Semi-finalist • Twenty-one new businesses  
downtown • LaBelle Cash Mob

### **EVENTS**

Smoke Under the Oaks Rib Fest  
*2<sup>nd</sup> Saturday in January*

Downtown Live Free Street Concerts  
*1<sup>st</sup> Friday of the month (Oct-Apr)*

Shop Downtown Outdoor Saturday Market  
*1<sup>st</sup> Saturday of the month (Nov-Mar)*

Red, White & Tunes 4<sup>th</sup> of July Celebration  
*July 4<sup>th</sup>*

Halloween Downtown  
*Saturday before Halloween*

Wharf Walk  
*2<sup>nd</sup> Saturday in November*



## **MEMBERSHIP PACKET**

8 Park Avenue  
LaBelle, Florida 33935

Post Office Box 1844  
LaBelle, Florida 33975

863-225-2749  
downtownlabelle@gmail.com

downtownlabelle.com

## **Main Street Four Point Approach**



### **DESIGN**

...involves enhancing the physical  
appearance of the commercial district by  
capitalizing on its best assets.

### **ORGANIZATION**

...involves getting everyone working  
towards the same goal and assembling the  
appropriate human and financial resources  
to implement a Main Street revitalization  
program.

### **PROMOTION**

...sells a positive image of the commercial  
district and encourages consumers and  
investors to live, work, shop, play and  
invest in the Downtown District.

### **ECONOMIC VITALITY**

...strengthens a community's existing  
economy assets while expanding and  
diversifying its economic base.