

*A Beautiful Landmark Publication*  
To Commemorate 25 Years Of  
Main Street In Florida!

*To be Published in Fall of 2010*

A 120 page glossy 8.5 x 11 high quality keepsake magazine  
2000 copies distributed

*Have your downtown represented*

- your preservation efforts
- your redevelopment efforts
- your downtown revitalization

You will be responsible for two pages:

- One page of editorial to describe your Main Street program-
- One page for Sponsorship ads-

You sell a page for \$800.

OR two half page ads for \$400 each

OR four quarter page for \$200 each

OR a combination of the above.

We will need to have your ads committed in writing by **October 31st**  
and your editorial page by **November 15th.**

Start lining up your advertisers now!

*Be a part of this coffee table publication  
to promote Main Street in Florida*

# *Advertising sponsor*

full page ad  
\$800  
8.5X11

1/2 page ad  
\$400  
8.5X5.5 or 4.25X11

1/4 page ad  
\$200  
4.25X5.5



Located near the southern border of Brevard County and Florida's dynamic Space Coast, Historic Downtown Melbourne continues to evolve into a thriving business and residential destination that has become the shopping, dining and nightlife hub of the county.

With 72 miles of pristine Atlantic Ocean beach access, it is home to high-tech companies and the Kennedy space Center is just 30 miles away. Melbourne is ideally positioned for continued growth into the future. Its population of over 77,000 continues to grow as businesses and residents relocate from larger Florida cities and from the north to enjoy the less congested and laid-back lifestyle of Brevard County.

Despite today's difficult economy, Historic Downtown Melbourne is alive, well, and growing. The City created a downtown Community Redevelopment Agency (CRA) in 1985 and began a series of streetscape improvements in the downtown retail core. Then, in 2003, after many months of planning with downtown 'stakeholders' working closely with the City, the Melbourne-Palm Bay Area Chamber of Commerce and downtown business owners, Melbourne Main Street was certified as an official Florida Main Street Program.

Now in its sixth year of existence, Melbourne Main Street continues to expand along its east-west central corridor as property owners remodel and upgrade their properties to meet the continued demand from new businesses and residents seeking the advantages and lure of urban living.

Downtown commercial occupancy continues to hover around 96-98 percent. New businesses abound. A 65-unit downtown condo project continues to get closer to breaking ground; the new Melbourne City Hall opened in May, and a 440-car parking lot and multi-level garage is being built next door, adding much-needed parking inventory for the downtown retail district.

What a visitor to Historic Downtown Melbourne sees is the result of hard work and sound planning by the City and downtown stakeholders over some 25 years. And if the recent experience is any indication of what's to come, the future for Historic Downtown Melbourne appears to be very bright.

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For more information, contact Laird Gann, Executive Director, Melbourne Main Street, Inc., P.O. Box 754, Melbourne, FL 32902; call (321) 724-1741; e-mail [laird@downtownmelbourne.com](mailto:laird@downtownmelbourne.com), or visit [www.downtownmelbourne.com](http://www.downtownmelbourne.com).