

# ADVANCING THE IMPACT OF *Hart Main Street*



It's clear to see that in the first eight years of our existence, the appearance and vitality of the downtown area has experienced some positive and business building changes. We're not done yet! Help us achieve what's next.

What we've been planning at Hart Main Street is a new comprehensive strategy to achieve the goal to be developed lakefront destination with great recreation, living, dining, shopping, services, a rich historic and multi-cultural presence, art and entertainment, in a family friendly atmosphere.

While sponsoring the Hart Main Street Program appears to be focused around events, it should be recognized that the events and the vision have a dual purpose. We have come a long way in downtown Hart, and want to show that off, as there is so much potential for future growth. Events can give the downtown area new purpose, a new way to provide for the social engagement of community. In the process, being able to deliver the message and show the potential can showcase the future development opportunities. Specifically, the recent development of Pocket Park Plans and the interest in putting more recreation on Hart Lake is an area of untapped potential we are targeting for development.

By making a commitment to support this program you can help sustain the important events and initiatives that benefit businesses, consumers, and the community of Hart. Share with us the vision that serving the community today leads to a better tomorrow.

## **Downtown Projects and Events**

Supporting Hart Main Street is a "one-time ask" and is funding Main Street projects and events ONLY listed below. Other events held in downtown Hart will request support from their sponsoring organizations.

<b>Hart Main Street Projects and Events</b>	<b>Organization</b>	<b>Date</b>
Pocket Park, Banner, and Mural Projects	Hart Main Street	Annual Projects
Winterfest	Hart Main Street	February
Farmers Markets	Hart Main Street	June - October
Music on the Commons	Hart Main Street	June - August
Hart Sparks	Hart Main Street	July 2
"Whatever Floats Your Boat"	Hart Main Street	August 18
Labor Day 5K/walk run	Hart Main Street	September 3
Small Business Saturday	Hart Main Street	November 24
<b>Other Major Hart Events</b>	<b>Organization</b>	<b>Date</b>
Nation Asparagus Festival	NAF	June 8-10
Take it to Hart Car Show	Car Show Committee	July 28
Hispanic Heritage Festival	Oceana Hispanic Center	September 14 -15