

BE A DIFFERENCE MAKER.



BE A NEIGHBORHOOD SUPPORTER



In 1995, Boston created the first urban multi-district Main Streets program in the nation with the goal of establishing and maintaining healthy, thriving commercial districts throughout the City.

The business and residential districts that make up Boston Main Streets are the focal points of the City's neighborhoods, incubators of entrepreneurship, and the source of a vibrant and healthy Boston. Without these thriving interconnected neighborhoods, city life and business would be negatively affected as they have been in many urban centers across the U.S.

That's why the work of The Boston Main Streets Foundation, and your donation, is so pivotal.

Established two years ago, The Foundation is led by a volunteer Board of Directors comprised of top business leaders. This year, they're recruiting corporate peers to help raise \$2.5 million so these neighborhoods can continue to build Boston's competitive advantage.

Steering Committee
Campaign for Boston Main Streets

Torrance Childs
Boston Private Bank and Trust

Carol Fulp
John Hancock Financial Services

Michael Hatfield
Bank of America

Robert Mahoney
Citizens Financial Group

Charlotte Golar Richie
Department of Neighborhood Development

Steve Samuels
Samuels & Associates



The futures of businesses, both large and small, are inextricably linked to the future of Boston and its neighborhoods.

Investing in neighborhood growth means greater economic opportunity and sustainable competitive advantage for everyone who does business in and around the city.

It's a normal extension of your outreach for profitable business resulting in more markets, more consumers, more disposable income, lower crime and a better-educated, more diverse workforce.

As a public-private initiative, Boston Main Streets efforts have resulted in 576 net new businesses opening, the creation of 4,000 net new jobs and the improvement of 555 storefronts. This explains, in part, why a recent study comparing the 100 largest cities in America named Boston the second fastest-growing inner-city retail market in the country.

Clearly, investing in Boston's neighborhoods at all levels is more than mere altruism – it makes solid business sense.

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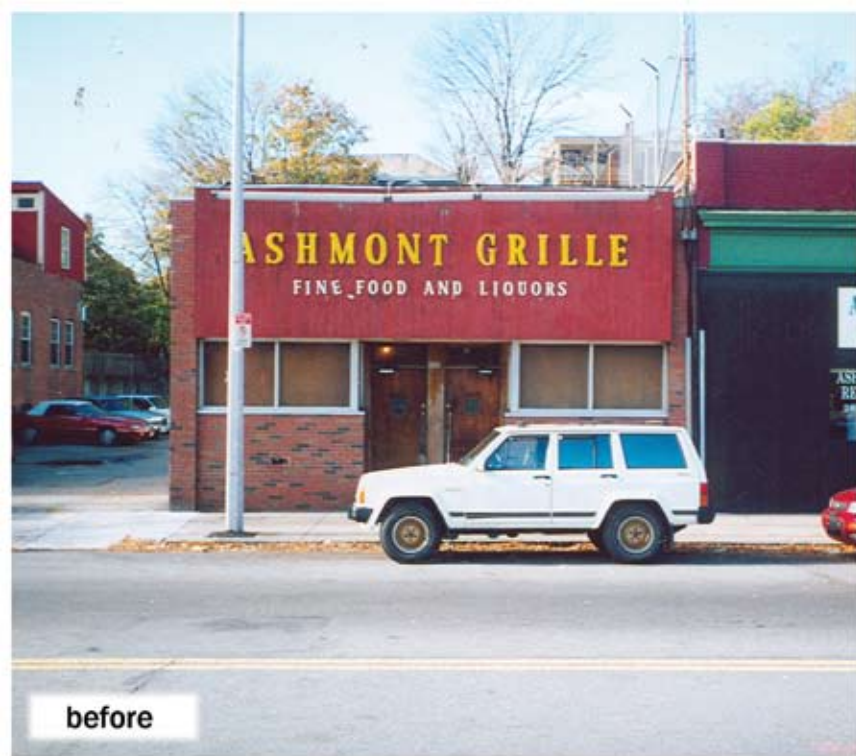
By partnering with the Boston Main Streets Foundation to invest in Boston's neighborhoods, your company will be at the forefront of new business development and job creation, greater youth involvement in communities, physical improvements, and enhanced public safety.

By becoming a sponsor, you'll be cultivating citywide relationships and goodwill in a program that has garnered much recognition. The Pew Partnership for Civic Change has recently named Boston Main Streets as one of its "Solutions for America" because it empowers residents and small business owners to have a direct role in the economic health of their community.

"Join me in supporting the continued revitalization and development of our commercial districts throughout the City of Boston. The city will do its part, and I ask the private sector to work with us to ensure the vitality, diversity, and strength of our small business districts – the anchors of our neighborhoods and showcases of city life."
Mayor Thomas M. Menino

But accolades and recognition alone can't take our Main Streets organizations to the next level. It's your contributions that will allow them to expand their initiatives to help additional residents and businesses. With greater support – in funding, technology, personnel and programming – Main Streets will accomplish much more for Boston's communities.

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before



after

Boston Main Streets Districts

- Allston Village*
- Bowdoin/Geneva*
- Brighton*
- Chinatown*
- Dudley Square*
- East Boston*
- Egleston Square*
- Fields Corner*
- Four Corners*
- Grove Hall*
- Hyde/Jackson*
- Hyde Park*
- JP Centre/South*
- Mission Hill*
- Roslindale Village*
- St. Mark's Area*
- Upham's Corner*
- Washington Gateway*
- West Roxbury*

We invite you to join us, and your peers, as a Main Streets Sponsor through a tiered structure that ensures consistent annual funding for each of the 19 Boston Main Streets districts:

Citywide Champion	\$1 million payable over 5 years
4 District Sponsor	\$500,000 payable over 5 years
2 District Sponsor	\$250,000 payable over 5 years
1 District Sponsor	\$50,000 payable over 2 years

You may be given the opportunity to earmark your funds for a specific district or districts in which your company does business so your donation goes directly to support the work at hand in those neighborhoods.

And, since the Boston Main Streets Foundation operates with one dedicated Director and a volunteer Board of Directors, we keep overhead to a minimum, so donations are infused straight into the neighborhoods.

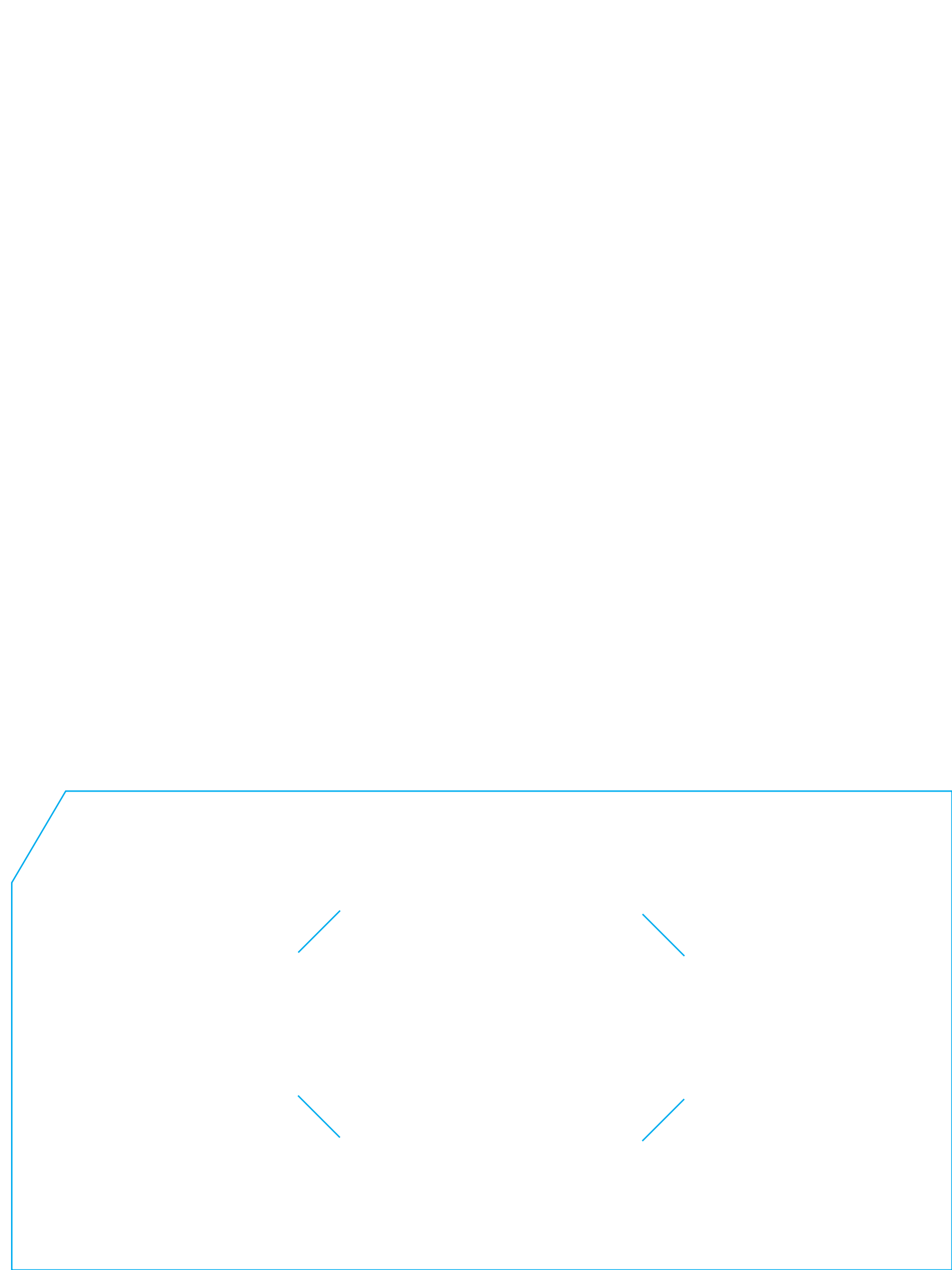
BE THE DIFFERENCE.

By making an investment as small as \$25,000/year for 2 years or up to \$200,000/year for 5 years, you and your company will be exercising good, simple business sense.

With your help, we can make huge strides toward creating an environment in the City of Boston where all neighborhoods and businesses thrive.

For further information, or to find out how your company can become a Boston Main Streets Sponsor, please contact:

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**Boston Main Streets Foundation
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Carol Fulp
John Hancock Financial Services

Michael Hatfield
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Karen O'Connell
Hyde Park Main Streets

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