

INVESTOR GUIDE



JOIN
YOUR ACTIVE
LOCAL ECONOMIC
DEVELOPMENT
MOVEMENT



**2022
2023**

WHY INVEST IN THE MILK DISTRICT?

We believe that a thriving community is built from within.

A strong community begins with a strong commercial district – the place where people, capital, and ideas come together in ways that build opportunity for all. We continually strive to grow the District as a vibrant gathering space for food, shopping, entertainment, and living, but our work doesn't end there. Our economic development initiatives and business support programs benefit the entire region.

The Milk District is a unique blend of entrepreneurs, business and property owners, community leaders, residents, and volunteers, with a shared vision to build a community where families thrive, a place where memories are made, and a place that feels like home.



STRONGER TOGETHER

Dear Milk District Main Street Investor,

As we move into another year for our community and The Milk District, we know we are stronger together.

After the past two years of trials, tribulations, tears (both good and bad) and A LOT of hard work, The Milk District board members, volunteers, committee members, and staff are ready to roll into this membership year. And we are excited about some changes!

One of the first things you will notice is that we are changing from “membership levels” to “investor levels”. This concept is something we feel really describes our supporters (you) more accurately. Because that is what you are doing when you support and join our organization – investing in the District, our community, and our region.

This past year saw the return of Krampusfest, Rockin' Robinson, and The Milky Way Bar and Bites Crawl, plus the introduction of special co-op promotions for Main Street businesses, celebrating Orlando Beer Week and The Best Sandwiches in the Universe.

Executive Director, Zac Alfson, has been deeply involved with multiple economic development and community transportation projects this past year. The District's leadership in producing impactful events was recognized this year when Zac and market manager Ashley Hallenbeck were invited to speak at the Main Street National Conference in Richmond, Virginia.

We like to hear those registers ring and through our well-established social media channels, The Milk District offers marketing opportunities to help drive sales at our local establishments. Last year, social media posts featuring business products, events, and promotions were viewed over a million times!

The Milk District, as part of Orlando Main Streets and a national organization, works to make our region a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel that they belong.

We have a lot of work ahead to continue our progress toward an entrepreneurial, innovative, and environmentally sustainable community that exists for everyone, and by investing in The Milk District you are investing in an organization that makes a real difference.

Sincerely,
Your Friends at The Milk District

YOUR DOLLARS MATTER



SINCE 2017 WE HAVE SEEN **\$19.15 MILLION** OF COMMUNITY REINVESTMENT IN THE DISTRICT



SOCIAL CONNECTIONS



40,800+
instagram followers



20,400+
facebook followers



5,900+
email subscribers



4,800+
text subscribers



TEAM

Zac Alfson
Executive Director
Ashley Hallenbeck
Market Manager

BOARD OF DIRECTORS

Susan Buttery, President | Juice Bar
Julie Matura, Vice President | UCF
Carrie Manes, Secretary | DLR Group
Chris DeLoatche | City of Orlando
Victoria Doyle | Booking.com
Mary McGinn | The Nook on Robinson
Pom Moongauklang | Pom Pom's Teahouse and Sandwicheria
Ben Kuykendall | First Capital Property Group
Sam Venus | AdventHealth
April Williams | A La Cart

20,000 +
ANNUAL EVENT
ATTENDANCE



INVESTMENT LEVELS

CREAM

\$1200

Cream Level Investors are pillars of the community who want to leave a lasting legacy as community builders. Your investment includes:

-  Financial support of our District Improvement Programs listed at right
 -  Financial support of our Entrepreneurial Programs listed at right
 -  Financial support of our Business Enhancement Services listed at right
- Milk District indoor signage
Visit Orlando Local Partner Membership for eligible businesses
Recognition on all pages of themilkdistrict.org
Milk District Directory Listing
4 tickets to all ticketed Milk District events
Opportunity to host networking events
Invitation to sit on a District steering committee
First Choice of Event Sponsorships

WHOLE MILK

\$750

The Whole Milk Level is perfect for established business who want to give back and help others succeed. Your investment includes:

-  Financial support of our District Improvement Programs listed at right
 -  Financial support of our Entrepreneurial Programs listed at right
 -  Financial support of our Business Enhancement Services listed at right
- Milk District Directory Listing
4 tickets to all ticketed Milk District events
Opportunity to host networking events
Invitation to sit on a District steering committee
Second Choice of Event Sponsorships

2% MILK

\$350




The 2% Milk Level is great for very small businesses or those just starting out. Your investment includes:

-  Financial support of our District Improvement Programs listed at right
 -  Financial support of our Entrepreneurial Programs listed at right
 -  Financial support of our Business Enhancement Services listed at right
- Milk District Directory Listing
2 tickets to all ticketed Milk District events
Opportunity to host networking events
Invitation to sit on a District steering committee
Third Choice of Event Sponsorships

1% MILK

\$200

The 1% Milk Level is perfect for nonprofits, home-based businesses, food trucks, or pop-up vendors. Your investment includes:

-  Financial support of our District Improvement Programs listed at right
-  Financial support of our Entrepreneurial Programs listed at right
-  Financial support of our Business Enhancement Services listed at right

INDIVIDUAL

ANY

Support Main Street as an individual citizen with a contribution of any amount.

“Orlando’s Milk District is the definition of authentic.”

ORLANDO WEEKLY

WHAT WE PROVIDE



DISTRICT IMPROVEMENT PROGRAMS

- Placemaking Initiatives
- District Clean-ups
- Mural Guide
- Traffic Cabinet Murals
- Holiday decorating
- Historic Preservation
- Destination Marketing
- Facilitation of community projects
- Bicycle Improvements
- Transportation Improvements
- Special Events
- Co-Op Marketing
- SFS License Exception



ENTREPRENEURIAL PROGRAMS

- Pop-Up Markets
- Retail Space Matchmaking



BUSINESS ENHANCEMENT SERVICES

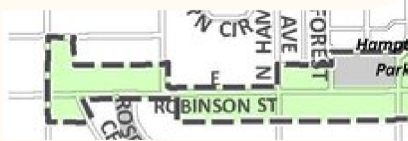
- Grants and tax credit assistance
- Facade Improvement assistance
- Business referrals
- Business consulting
- Online job board for employers
- Free promotion on Main Street social media
- Event Listing on Facebook and themilkdistrict.org
- Free business listing on themilkdistrict.org
- Exclusive promotional events
- B2B Networking
- Email updates
- Advocacy at state and local legislative levels
- Online available property listings
- Design and architectural assistance
- Main Street Recognition Awards
- Quarterly Co-Op Promotions

WHERE WE WORK

The Milk District serves these commercial areas between Downtown Orlando and Orlando Executive Airport. Find your home or business on the map.

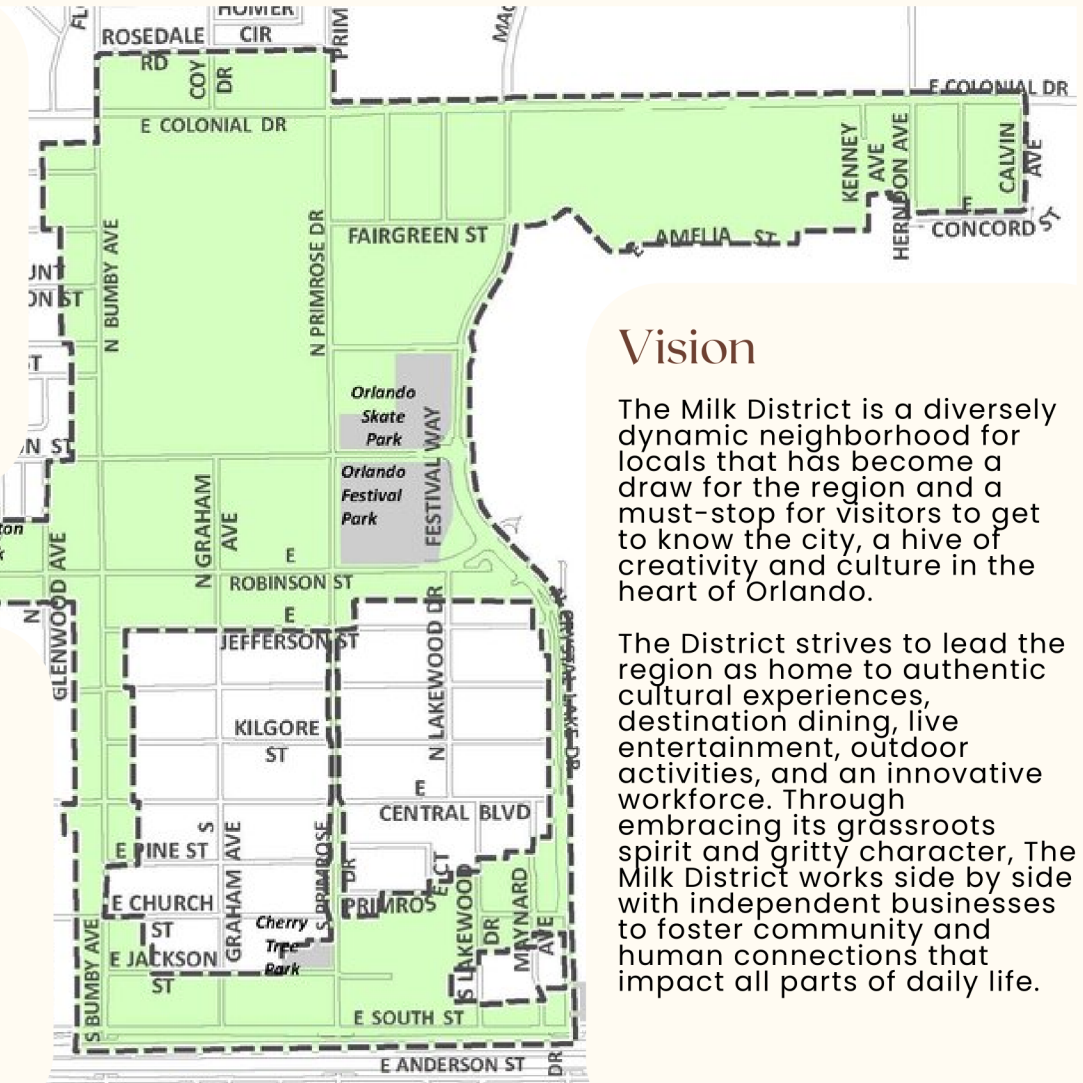
Mission

To enhance and preserve the small business community, while nurturing the arts, culture, and ongoing development of our creative district.



Cultural Equity

To support a full civic life for all, The Milk District commits to championing policies and practices of cultural equity that empower a just, inclusive, equitable community.



Vision

The Milk District is a diversely dynamic neighborhood for locals that has become a draw for the region and a must-stop for visitors to get to know the city, a hive of creativity and culture in the heart of Orlando.

The District strives to lead the region as home to authentic cultural experiences, destination dining, live entertainment, outdoor activities, and an innovative workforce. Through embracing its grassroots spirit and gritty character, The Milk District works side by side with independent businesses to foster community and human connections that impact all parts of daily life.

TESTIMONIALS

When we were looking for a second location one of the things we identified early on as a must was an active Main Street district. The Milk District Main Street program creates the type of community that is hyper-local and has an eclectic atmosphere we prefer to invest in. As a property owner and business owner in the Milk District we have strengthened our brand due to the active work The Milk District Main Street program has done. It's been a win win.

Mike Van den Abbeel | Mosaic Milk District

The Milk District Main Street program has had a significant impact on our business as well as our property. It's rare to find a community organization that has put so much thought into how they want to shape the community for the future! We have been able to get involved with community clean-ups, as well as Milk District committees. This involvement is going to give us the chance to be a part of the growth of the area for years to come. Our entire team loves being in the Milk District!

Adam Wonus | Atrium Management Company

A great community which embraces small business owners.

Trina Gregory-Propst | Se7enBites