

Downtown Morehead City

Dear DMC, Inc. Organization Committee,

I have reviewed the letter of commitment and understand the expectations of me as a DMC, Inc. volunteer. I choose the following options:

(Check all boxes that apply to you)

- I want to volunteer to serve on the DMC, Inc. Committee for one year. I commit to meeting the expectations of a DMC, Inc. Committee member, and want to serve on the following committee: **Check all that apply.** See enclosed description.
- Organization
 - Design
 - Promotion
 - Economic Vitality

Note: On the reverse side of this form, briefly list the experience and expertise/skills you have related to your committee choice.

- I would like to be added to your volunteer distribution list for when DMC, Inc. needs volunteers for events like Alive at Five, Downtown Derby Pub Crawl, Big Rock Blue Marlin Tournament, NC Seafood Festival, Chowder & Cheer etc.
- I would like to help out in the office or run errands as needed.

_____ Signature		_____ Date	
_____ Printed Name		_____ Phone Number	
_____ Cell Phone #		_____ Emergency Contact Name & Number	
_____ Address		_____ City/State	_____ Zip Code
_____ Email			

Return this form to:

Downtown Morehead City, Inc.
1001 Arendell Street
Morehead City, NC 28557
kathryn@downtownmoreheadcity.com

Committees

Each Chair shall be responsible for directing and coordinating the affairs of the respective committee. Members of each committee shall be appointed by the respective committee Chair. Terms for the Chair and the work group members shall be for one year commencing with the fiscal year. The Chair and volunteers may serve additional terms at the request of the Board and Committee Chair. Each committee will meet monthly to review the status of tasks and initiatives. Additionally, a DMC, Inc. strategic planning meeting will be held yearly to update everyone on actions and assist with coordination of strategic plan.

- ❖ The **Organization Committee** is chaired by the Vice Chair of the Board of Directors. The Organization Committee involves getting everyone working towards the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program.
- ❖ The **Design Committee** means getting Main Street into top physical shape. Capitalizing on its best assets is just part of the story. An inviting atmosphere, created through attractive window displays, parking areas, building improvements, street furniture, signs, sidewalks, street lights and landscaping conveys a positive visual message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging appropriate new construction, developing sensitive design management systems and long-term planning.
- ❖ The **Promotions Committee** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district. By marketing the district's unique characteristics to residents, investors, business owners and visitors, an effective promotional strategy forges a positive image through advertising, retail promotional activity, special events and marketing campaigns carried out through local volunteers. These activities improve consumer and investor confidence in the district and encourage commercial activity and investment in the area.
- ❖ The **Economic Vitality Committee** strengthens a community's existing economic assets while expanding and diversifying its economic base. The Main Street program helps sharpen the competitiveness of existing business owners and recruits compatible new businesses and new economic uses to build a commercial district that responds to today's consumers' needs. Converting unused or underused commercial space into economically productive property also helps boost the profitability of the district.