



Downtown Alton, Inc.

A nonprofit corporation dedicated to the enhancement and growth of the downtown business district

January 15, 2007

Members of ABCCC,

Some of you may remember Downtown Alton, Inc., from back in the eighties as a group of business owners and property owners who met regularly to discuss downtown issues. Interest in the group waned, and it disbanded long ago. Last year, the group was re-incorporated to be a sponsor for the annual block parties held during the summer months. (Alton Marketplace had been the sponsor, but decided to discontinue their involvement).

This year, DAI is extending our mission beyond block parties to one as stated in the masthead above... "dedicated to the enhancement and growth of the downtown business district."

A couple decades ago the city fathers had the wonderful idea of revamping the Downtown Alton area with beautiful fountains and visually consistent islands of trees, shrubs and flowers... and the idea remains wonderful to this day. At the time, the area had many businesses open daily downtown, with mostly local property owners, and many to help keep the area looking beautiful. Unfortunately, the mix of retail, service and entertainment businesses then was much different than it is today, and we are also far fewer in number now.

One of the primary missions of DAI this year will be to revamp and revitalize the islands that are sprinkled throughout our area. Some look nice, some are maintained by business owners, some are overrun, some get some help from the Mississippi Valley Garden Club, some have trees, some have shrubs, some are no more than ground level trash cans. The concept of streetscape island gardens needs visual continuity and continual maintenance.

DAI is earmarking \$1000 in 2007 specifically for the design and maintenance of our 16 islands. It is not a lot, but it is a start. We hope to add to that amount after our initial membership drive. Please consider this request for a matching grant of \$1000 from the ABCCC in our efforts to improve the look of our community.

One reason for DAI re-incorporation is to increase the involvement of business and property owners in our business district...to increase our pool of volunteers and to raise money for the improvement of our area. Many hours of volunteer effort were also put into island beautification last year, specifically from Mac Lenhardt, Ed Benz, Marilyn Carroll, and myself. These efforts will continue, and hopefully the number of volunteers will grow this coming year.

Thanks very much for your consideration of this request.

Sincerely,

Russ Smith