



16,306 Residents
 6,789 Households
 896 Businesses
 13,055 Employees
 19,400 Daytime Population
 \$17,000,000 in Investments

Membership Form

In joining as a collective voice we will affect positive change and growth for our neighborhood and the City of Rockford. This growth will include economic development, building strong businesses that prosper and serve the needs of our residents, fostering responsible development and the beautification of our properties, matching job opportunities with qualified individuals, and ensuring entertainment and recreation for all who live, work, shop and play on the Miracle Mile.

\$100 Business Membership \$10 Residential Membership

Please circle a membership level, fill out the information below and return with payment to:
 Miracle Mile Rockford, 1643 N. Alpine Rd., PMB 129, Rockford, IL 61107

Business: _____

City: _____

Address: _____

State _____ Zip _____

Website: _____

Phone: (____) _____

Contact Name: _____

e-mail: _____

Contact Name: _____

e-mail: _____



BECOME A MEMBER

www.miraclemilerockford.com

MIRACLE MILE ROCKFORD

A COMMUNITY OF BUSINESSES AND RESIDENTS GROWING TOGETHER.

Business owners, property owners, neighborhood groups and residents unite within the Miracle Mile to advocate for a shared vision and to shape the future of our neighborhood by:

- > Utilizing every possible economic development tool and strategy to retain and grow existing businesses and attract new businesses.
- > Beautifying the area with improvements to green space, property redevelopment, signage improvements, and well maintained and accessible roads and sidewalks.
- > Improving the quality of life for all by promoting activities that bring residents, families and businesses together and working with the Police Department to make the neighborhood as safe as possible.

There are many opportunities to make sure your voice is heard. How do you want to get involved?

For a complete list of businesses in the Miracle Mile go to www.miraclemilerockford.com or take a picture of the QR code with your smart phone.



Success on the Miracle Mile looks like...

Mary's Market

A neighborhood staple since 1970. New owners believed in the neighborhood, and made a major investment to improve the facilities into a state of the art café and bakery, retaining the Mary's Market brand.

Don Carter Lanes

A major financial investment by this long-time resident demonstrates what changing the face of a neighborhood looks like.

Sidewalks on East State Street

Through joint efforts of the Miracle Mile, the City of Rockford, and the State of Illinois, the sidewalks on both sides of East State Street were completed.

Alpine Inn

Miracle Mile recruited a new owner for the Alpine Inn who has remodeled and reinvented a hotel of which our neighborhood can be proud.

Alpine Hills Adventure Park

Working with the previous owners of Alpine Hills, the Miracle Mile encouraged their donation of the property to the Rockford Park District. The property was reinvented as a year round family activity center. The property now features year-round activities for all ages including zip-lining, a snow park and a 5-hole junior golf course.

Whitehouse Plaza

New owners were able to clean up a suffering property, inviting new tenants that have helped the property to become a destination in Rockford.

CVS Stays on the Miracle Mile

While considering moving their business out of the area, Miracle Mile was able to convince CVS to stay and make a major financial investment in the neighborhood.

Street Lights coming in 2017-18

Benefits of membership

- > Collective voice for our business district
- > Advocate for business interest regarding governmental issues
- > Monthly e-newsletter
- > Receive newsworthy minutes from monthly meetings
- > Free ad space in our monthly e-newsletter
- > We will promote ribbon cuttings and grand openings, expansions
- > Participate in events, programs and cross promotions*
- > Sponsorship discounts for Miracle Mile events and programs*
- > Membership Certificate and window decal

* Some costs may be associated with these benefits

Contact

Paula Olson, Executive Director, Phone: 815-323-0395
info@miraclemilerockford.com

Board of Directors

President	Arne Jacobsen, <i>Nuvista Capital Management</i>
1st Vice President	Rick Beale, <i>Anderson Automotive Group</i>
2nd Vice President	David Koch, <i>DJ Properties, Mary's Market, Culver's</i>
Secretary	Kyle York, <i>Illinois Bank & Trust</i>
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	Matthew Phillips, <i>Rockford University</i>
	John Sommer, <i>Don Carter Lanes</i>
	Mike Szczech, <i>Retired, O'Brien's Auto Service</i>
Past President	John Mecklenburg, <i>Consultant</i>
Ex-Officio	Frank Beach, <i>Alderman</i>
Executive Director	M Paula Olson, <i>Retired, Illinois Bank & Trust</i>

OUR MISSION

TO ENSURE A BEAUTIFUL, SAFE, THRIVING BUSINESS AND RESIDENTIAL COMMUNITY IN THE HEART OF ROCKFORD.

