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Business Membership Drive Underway for Downtown Hightstown

In support of efforts to draw more visitors to local businesses, Downtown Hightstown, Inc. has launched a membership drive, encouraging business owners to participate in the volunteer organization. Last week, businesses in Hightstown received invitations to join the group and help fund the publication of a promotional brochure intended for broad distribution throughout the area.

Downtown Hightstown is a group of business owners, residents and supporters working to build community pride and bolster local businesses by promoting special events in the borough, such as the farmers' market, triathlon, concerts, and holiday window decorating contest. Cosmetic improvements, including ongoing projects such as a new Main Street trellis and historic photo etchings, are also facilitated through the group.

As special incentive to join Downtown Hightstown, business owners can reserve discounted advertising space on the visitors' guide for the upcoming Hometown Harvest community fair scheduled for Saturday, October 10th. While any business may place an advertisement for a fee of \$50, Downtown Hightstown members can promote their shops and services for half the regular price. The deadline for reserving preferred advertising space is Friday, August 21st.

The cost of a one-year business membership to Downtown Hightstown is \$60, and includes prominent promotion on the home page of the website, as well as listings in the 2009-2010 promotional brochure and online business directory. Business members can also link their websites to the directory, in order to reach customers more directly.

To join Downtown Hightstown and/or reserve advertising space for the Hometown Harvest fair visitors' guide, visit www.DowntownHightstown.org for more information. Anyone can subscribe to the mailing list through the website.

Residents and friends of Hightstown are also encouraged to support the group's efforts. Donations may be made payable to Downtown Hightstown, Inc. and mailed to 109 Mercer Street, Hightstown, NJ, 08520.

The mission of **Downtown Hightstown, Inc.** is to promote and enhance the unique and historic assets of Hightstown's downtown area, while raising the value of its properties and businesses. To achieve this, the group aims to improve the borough's visual appeal and desirability as a pedestrian-friendly destination for shopping, living, working, and playing. To learn more about Downtown Hightstown, visit www.DowntownHightstown.org.

For more information about Main Street New Jersey, visit <http://www.state.nj.us/dca/divisions/osg/programs/msnj.html>.