

January 04, 2010

Dear Cedar Springs Merchants and Associates,

Welcome to a new decade on Cedar Springs! We certainly look forward to 2010 with hopes of a speedy recovery to the economic conditions of the last year. We also look forward to continuing the amazing beautification process of our historic street. But, above all, we look forward to heading into a new year and decade together as team of dedicated businesses committed to making Cedar Springs the most popular entertainment destination in Dallas.

As a member of the Cedar Springs Merchant Association, you and your business will be a part of an organization dedicated to the continued success of our neighborhood. You will have an active voice in helping achieve our collective goals:

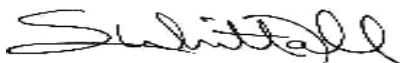
- **ELIMINATING CRIME**
- **CLEANING UP THE STREET FAÇADE & ELIMINATE EYE SORES**
- **WORK TOGETHER IN KEEPING THE STREET CLEAN & TRASH FREE**
- **STREET BEAUTIFICATION INCLUDING SPECIAL SIGNAGE, LIGHTING, BENCHES, TRASH RECEPTACLES, & LANDSCAPING.**
- **PLANNING OF STREET ACTIVITIES SUCH AS "FIRST WEDNESDAYS", SIDEWALK SALES, ART FESTIVALS, WINE WALKS, BEAUTIFICATION GALAS, OUTDOOR MOVIE NIGHT & MORE.**
- **BUILDING CASH RESERVES FOR BEAUTIFICATION & ADVERTISING CAMPAIGNS**

As a CSMA member, you will also enjoy free marketing and advertising through The Cedar Springs Merchant Association web site and News Letter. Our interactive site boasts thousands of daily hits from prospective customers searching for the latest store sales, club events, restaurant specials, street events and more.

Attached, please find the membership application for The Cedar Springs Merchant Association. Make the commitment to yourself to do all that you can do to ensure success for your business. And being a part of the CSMA means that you're not in it alone. Be a part of something great...Cedar Springs, the most Eclectic Street in Dallas.

Best Regards,

Cedar Springs Merchant Association



DATE: _____

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

CSMA CONTACT NAME: _____

PHONE # _____ E-MAIL _____

MEMBERSHIP TYPE:

BUSINESS MEMBER \$350.00 (YOUR BUSINESS IS LOCATED ON CEDAR SPRINGS)

ASSOCIATE MEMBER \$200.00

BUSINESS DESCRIPTION: (HOW YOU WISH TO BE LISTED ON THE CSMA WEBSITE) _____

PRINT NAME: _____ SIGNATURE _____

PLEASE MAKE CHECKS PAYABLE TO: THE CEDAR SPRINGS MERCHANT ASSOCIATION OR GO TO
www.shopcedarsprings.com TO PAY BY DEBIT OR CREDIT CARD

THE CSMA ISA NON PROFIT ORGANIZATION

CEDAR SPRINGS MERCHANT ASSOCIATION
www.shopcedarsprings.com