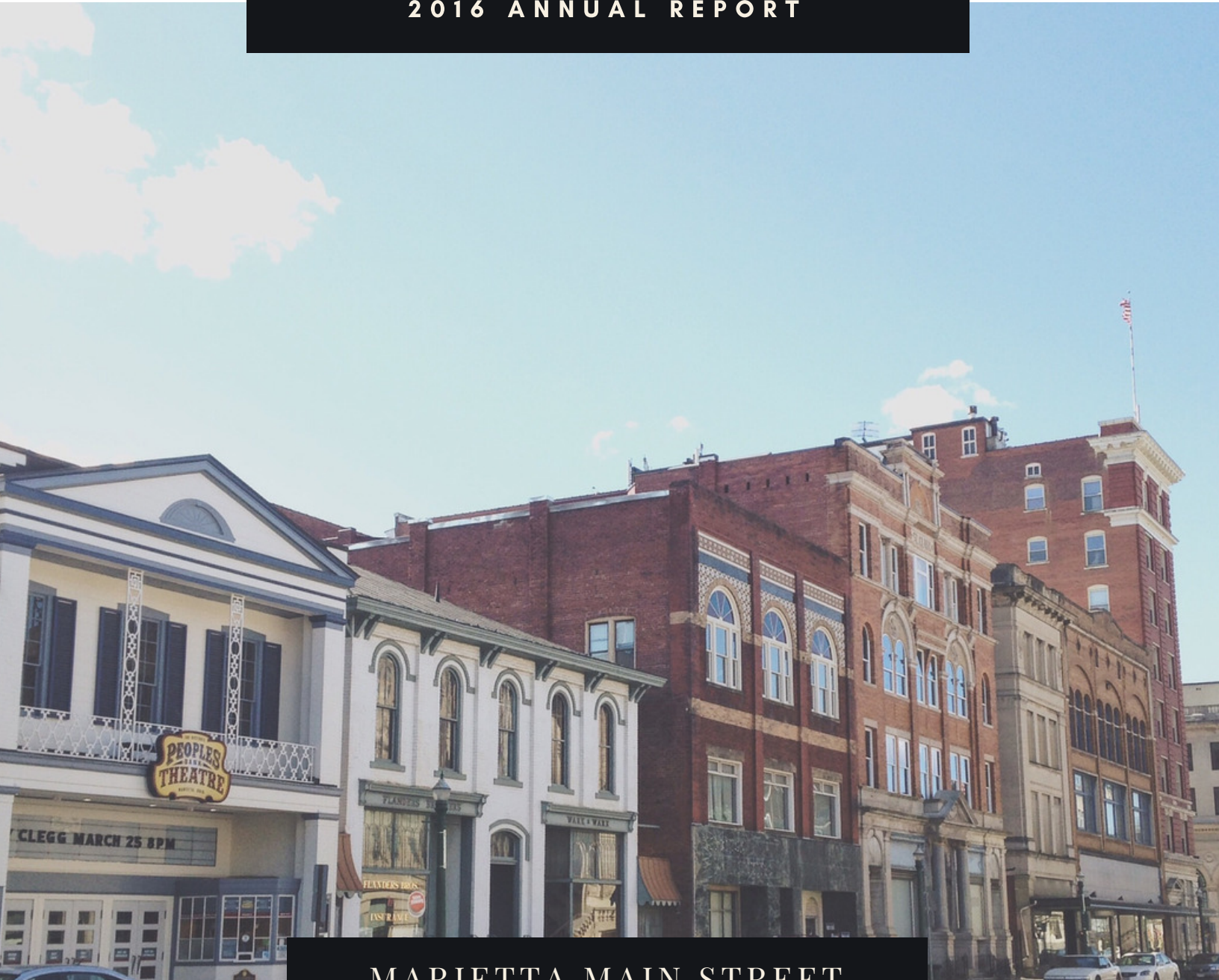


"IT'S PLACEMAKING, NOT PLACEMADE.  
IT'S A PROCESS. YOU ARE NEVER FINISHED."

# DOWNTOWN

2016 ANNUAL REPORT



MARIETTA MAIN STREET

[www.mariettamainstreet.org](http://www.mariettamainstreet.org) | downtown marietta, ohio



# MAIN STREET IS LOOKIN' UP.

2016 was a year of growth, of inspired hard work, of foundation setting, and of bridge building.

This last year, our Board of Directors and volunteers through our six varied committees worked endlessly hand-in-hand to make a significant impact on how our downtown is perceived and thrives.

Marietta Main Street is moving forward wholeheartedly embracing our full mission to revitalize downtown Marietta with a renewed focus on historic preservation as a key driver of our success. This, paired with the development of a master plan for economic development in the C4 District, including public art and business development, will continue laying a strong foundation for the future.

I couldn't be more proud of the work we've accomplished this year, together. Our downtown business owners, community leaders, city & county representatives, and active citizens have all been vital to the momentum we've achieved and the energy surging through the air. This is #MyMarietta and we are lookin' up!

**CRISTIE L. THOMAS**  
**EXECUTIVE DIRECTOR**

# MISSION

Marietta Main Street brings people together to preserve, enhance, and promote downtown Marietta.

## 2017 BOARD OF DIRECTORS

President | **Sarah Arnold**, Pickering Associates & Clutch MOV

Past President | **Ryan Smith**, Marietta Adventure Company

Treasurer | **Jessica French**, B & N College at Marietta College

Secretary | **Mary Segrest**, Edward Jones

**Carrie Ankrom**, Marietta Area Chamber of Commerce

**Debbie Cline**, Twisted Sisters Boutique

**Barb Close**, Huntington Bank

**Jonathan Hupp**, City of Marietta

**Courtney Knoch**, Silver Linings

**Kevin Mayhood-Paskawych**, Paskawych Entertainment

**Amy McDonald**, Joe Banal Allstate Insurance Agency

**Aaron Moore '17**, Marietta College

**Leigh Oczkowski**, Peoples Bank

**Drew Tanner**, Peoples Bank Theatre

**Kyle Yoho**, The Castle Historic House Museum

## STAFF

Executive Director | **Cristie L. Thomas, M.A.**



# \$92,000 INVESTED

## IN BEAUTIFICATION & VOLUNTEERISM WITH MARIETTA MAIN STREET

In 2016, Marietta Main Street hung 1,960 flags, coordinated with 8 different groups to sponsor flags, and facilitated collaborative funding of 4 new flag styles to fly in full throughout downtown.

Main Street also hung 264 flower baskets throughout the C4 District, including the extension of wrap-around flower baskets over the Putnam Street Bridge.

Our Public Art Committee installed the first of several murals in our temporary mural series and began the development of a public art strategic plan for the C4 District.

In total, nearly 400 volunteers supported Main Street in 2016 with 2,988 hours of service across 200 opportunities to serve.

“MARIETTA MAIN STREET IS THE HEARTBEAT OF OUR CITY....

...CREATING AN ENVIRONMENT TO ENCOURAGE PEOPLE TO COME DOWNTOWN AND SUPPORT LOCAL BUSINESS IS VITAL TO THE SUCCESS OF THIS COMMUNITY.

(T. STYER)



“ A THRIVING, WELL-PRESERVED, HISTORIC DOWNTOWN IS THE HEART OF A STRONG COMMUNITY. MARIETTA MAIN STREET IS AN INDISPENSABLE ADVOCATE FOR AND THE CARETAKER OF MARIETTA'S HEART (R. SMITH)

6,175

FACEBOOK

+2,219 likes from Jan. 2016

1,929

INSTAGRAM

+1,502 followers from Jan. 2016

1,977

MAILCHIMP

+1,505 subscribers from Jan. 2016

2,988

VOLUNTEER HRS

including committees, event volunteers, & clean sweeps

70

EVENTS

including one-time events, ongoing events, & workshops

\$4.72

VALUE OF \$1

the return on investment of donations to Main Street is high

MAIN STREET IN NUMBERS



# REVITALIZATION IS RELEVANT

## MAIN STREET ADDS THREE NEW PROGRAMS TO THE CALENDAR

Marietta Main Street is connected to National Main Street America as an annually accredited organization that abides by the 4-Point Approach to downtown revitalization. Together, with over 800 Main Street communities across the U.S. and 23+ across Ohio, Marietta Main Street strives to be relevant, inclusive, and focused on a comprehensive approach to meeting our mission.

In 2016, Main Street launched three new programs: the Farmers Market on Front Street, the Historic Preservation Series, and First Fridays.

Each new program was launched through the work of our committees and each is aimed to provide a new experience, launching pad, and talking point of downtown Marietta, Ohio.

### Farmers Market on Front Street

This new program is intended to drive traffic downtown, increase walkability, highlight locally grown produce while providing nutrition education, and support local entrepreneurs and business owners.

Our first season brought 3,500 to the market with a total of 25 vendors participating.

### Historic Preservation Series

Marietta's history is significant and our historic structures remind us who we are. This series continues to bring speakers from across Ohio to touch on topics like building codes, tax credits, ADA compliance, and why historic preservation is the key driver of our success as a community.

### First Fridays

Honoring the many successes of our Merchants & Artists Walks, First Fridays offer shops open late and a fun, downtown experience each month of the year.



“ WHY DOES ALL THAT MATTER?  
BECAUSE IT GIVES A SENSE A PLACE.  
AND WHETHER WE CALL IT HOME OR A  
PLACE TO TRAVEL TO,

WE WANT TO KNOW IT'S  
WORTH IT WHEN WE GET  
THERE. THAT'S WHY MARIETTA  
MAIN STREET IS SO IMPORTANT.

(J. KNOWLTON)

# A NEW YEAR DOWN TOWN

## OPERATIONS

- Grow individual giving program to increase revenue for Main Street
- Review & finalize all organizational policies of the Board of Directors
- Explore possibility of increasing staff and chart out a potential timeline

## ORGANIZATION

- Increase revenue across the board for administration of the Main Street program
- Redevelop MMS brand and marketing strategies
- Develop a strategic vision for economic development in the C4 District

## BUSINESS ENHANCEMENT

- Strengthen relationships with business owners in Harmar Village
- Develop a network of property owners to increase support from Marietta Main Street
- Create a series comprehensive, informational documents regarding owning a business in downtown Marietta
- Develop a group of committed volunteers to support the management of the farmers market

## PROMOTIONS

- Develop an advertising plan for downtown
- Streamline work plans for Main Street events
- Capture data on impact of First Fridays

## DESIGN

- Strengthen entryway beautification
- Redevelop design & maintenance strategy of downtown bump outs
- Streamline downtown flag program, including storage of flags, guidelines for hanging flags, and volunteer management.

## PUBLIC ART

Refine Public Art Plan for downtown Marietta  
Develop Public Art Committee vision statement, including an outline of the process for working with Marietta Main Street for public art projects  
Continue development of temporary mural series

## HISTORIC PRESERVATION

- Host a successful historic preservation "expo"
- Develop & implement Marietta's Endangered Places List
- Push forward with codified historic preservation ordinances in partnership with the City of Marietta

# "WE MAKE A LIVING BY WHAT WE GET, BUT WE MAKE A LIFE BY WHAT WE GIVE."

(W. CHURCHILL)

A.A. BALDWIN'S JEWELRY BY DESIGN  
ALL PRO NUTRITION LLC  
AMERICAN FLAGS & POLES  
BAKER & BAKER JEWELERS  
BARNES & NOBLE AT MARIETTA COLLEGE  
CITY OF MARIETTA  
CLUTCH MOV  
CONSUMER CREDIT COUNSELING SERVICE  
DAD'S PRIMITIVE WORKBENCH  
EDWARD JONES  
FAIRFIELD INN & SUITES  
GREG GENTRY & ASSOCIATES  
HAESSLY HARDWOOD LUMBER CO.  
HIDDEN MARIETTA TOUR CO.  
HOT TOMATO PORTRAIT STUDIO & PARLOR  
HUNTINGTON BANK  
JONES & JONES ACCOUNTING  
JUSTAJAR DESIGN + PRESS  
LISK LAWN CARE  
LIV HEFNER PHOTOGRAPHY  
MARIETTA ADVENTURE COMPANY  
MARIETTA AREA CHAMBER OF COMMERCE  
MARIETTA BREWING COMPANY  
MARIETTA COLLEGE  
MARIETTA COMMUNITY FOUNDATION

MARIETTA IN BLOOM  
MARIETTA MOOSE LODGE  
MARIETTA FIRE DEPARTMENT  
MARIETTA/WASHINGTON COUNTY CVB  
MERLE NORMAN  
MORRISON INC.  
OMNITRITION  
PEDDLER OF DREAMS ART SPACE FOR CHILDREN  
PEOPLES BANK  
PEOPLES BANK THEATRE  
PICKERING ASSOCIATES  
PUTNAM CHOCOLATE  
RIVERSIDE ARTISTS GALLERY  
SCHAFFER LEATHER STORE  
SIGNALITY SIGNS & GRAPHICS  
SILVER LININGS  
SOUTHEAST OHIO OIL & GAS ASSOCIATION  
TERI ANN'S  
THE CASTLE HISTORIC HOUSE MUSEUM  
THE COOK'S SHOP  
THE HISTORIC LAFAYETTE HOTEL  
TWO PEAS IN A POD FLORIST  
WASHINGTON STATE COMMUNITY COLLEGE  
THE WORKINGMAN'S STORE  
ZIDE'S SPORT SHOP OF OHIO

OUR SUPPORTERS

