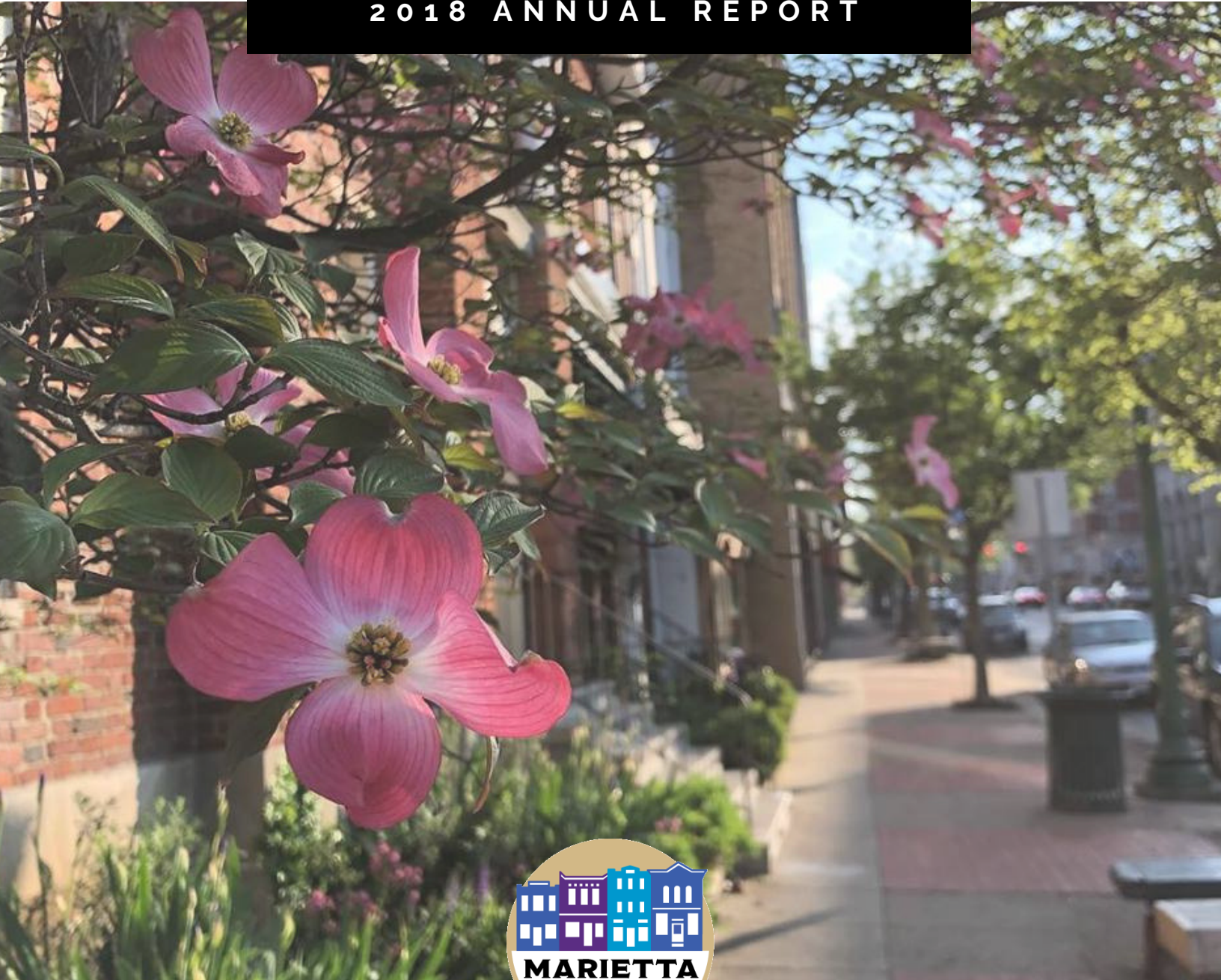


DOWNTOWN MARIETTA

2018 ANNUAL REPORT





MARIETTA IS WHY I BELIEVE

2018 was a tremendous year for Marietta Main Street and Downtown Marietta, both through our programs and our events. We experienced new events and new ideas that have us excited for 2019 and beyond. More importantly, our community came together, from the threat of another flood to a large fundraising campaign, which saw our Downtown light up brighter than ever and would leave an impact on our youth that I'm sure we'll benefit from in the future.

As the new Executive Director for Marietta Main Street, I'm excited to lead this organization into a new chapter, simply from what I witnessed as a resident in 2018. I felt the compassion, the love, the excitement, the laughter, and also a belief that our little Historic City is worthy of so much more.

I fell in love with this City when I was younger and it inspired me to work hard so someday I can give back to her. Not only do I believe in our community, I believe in Marietta Main Street, and I believe we all play an important role in the future of Marietta. Jane Jacobs once said "Cities can provide something for everyone, only when, they are created by everyone." We couldn't continue to do what we love without our donors, partners, small businesses, the City of Marietta, and of course, our supportive community.

SAM TUTEN | EXECUTIVE DIRECTOR

MISSION

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

2019 BOARD OF DIRECTORS

President | **Tim Glover**, Golf Reservations & Events

Past President | **Sarah Arnold**, Washington County Public Library & Clutch MOV

Treasurer | **Eric Dowler**, Rivers, Trails, & Ales Festival

Secretary | **Jessica French**, Barnes & Noble at Marietta College

Carrie Ankrom, Marietta Area Chamber of Commerce

Deana Clark, Marietta/Washington County CVB

Marjorie Clayman, Clayman & Associates

Debbie Cline, Twisted Sisters Boutique

Aleece Dye, Peoples Bank

Jonathan Hupp, City of Marietta

Amy McDonald, Joe Banal Allstate Insurance Agency

Jackson Patterson, Main Street West

Tom Perry, Marietta College

Rob Marias, Marietta College

Mary Segrest, Edward Jones Financial Advisors

Drew Tanner, Peoples Bank Theatre

Kyle Yoho, The Castle Historic House Museum

STAFF

Executive Director | **Sam Tuten, M.P.A.**



WHEN THE WATERS RISE

OUR COMMUNITY COMES TOGETHER TO RISE ABOVE

The Ohio River crested at 38' in February 2018, three feet above the flood stage. Downtown businesses anxiously watched local river gauges, waiting for the City of Marietta to share updates on expected river height. As river waters rose, one by one business owners decided to shift inventory to higher ground and load up their furniture on trucks.

The Marietta community rallied together in true fashion. Hundreds of volunteers flocked to the streets, looking for any opportunity to help. Some businesses sponsored meals and water bottles for volunteers while others offered room to rest their helping hands. Gratitude was on display around every corner, and Marietta once again proved resilient in the face of adversity.

In the midst of recruiting volunteers, coordinating supply distribution, managing communication across social media outlets, and connecting with businesses in need, former Main Street director Cristie Thomas fielded many questions from locals and once-locals about how to make financial contributions to the relief efforts.

The Marietta Community Foundation quickly began promoting the Washington County Disaster Relief Fund as an opportunity for donors to financially support flood relief efforts. One local institution in particular, Marietta College, answered the call by issuing a challenge to their Board of Trustees to support the Washington County Disaster Relief Fund.

The generosity of the community resulted in the Foundation awarding \$2,500 to Marietta Main Street to then award to local small businesses who were impacted by the flooding in February, via an application process. Eligible applicants were able to submit funding requests for damage repair, cleaning supplies and cleanup efforts, either completed or pending for completion.

Funds were awarded to **Boathouse BBQ, The Original Pizza Place,** and **Twisted Sisters Boutique** in downtown Marietta.

Special thanks to the Marietta Community Foundation and the Marietta College Board of Trustees.





MAIN STREET WEST

MAKING STRIDES ON MARIETTA'S WEST SIDE

In 2018, Marietta Main Street partnered with residents in Harmar to form a new committee: Main Street West. Co-chaired by Jackson Patterson and 4th Ward City Councilman Geoff Schenkel, Main Street West is a MMS committee focused solely on the revitalization of Harmar.

The committee kicked off their efforts with a community dinner in June. Jackson and Geoff wanted to create a space for the community to ask and answer questions like "What is the future of Harmar?," "What are Harmar's strengths and challenges?" and "How can we work together to achieve a common vision for growth on Marietta's west side?" Place-mats were used to collect input on these and other questions so that all felt encouraged to participate. Committee members captured all ideas, thoughts, and concerns and used that data to inform what kinds of projects the committee would take on.

Suggestions included expanding the flower basket program, kid and family friendly programs, and additional clean-up efforts. Main Street West continues to meet monthly.

In 2018, Main Street West:

- Hosted Community Dinner
- Hosted Family Fun Night
- Participated in Harmar Days Festival
- Hosted (3) Clean-Up Efforts
- Held Monthly Community Meetings
- Partnered with student volunteers
- Applied for Community Block Development Grant Funding

ONLINE PRESENCE

11,687

FACEBOOK

+ 29% followers

2,715

INSTAGRAM

+ 786 followers

29,700+

WEBSITE VISITORS

+ 53.2% in unique visitors

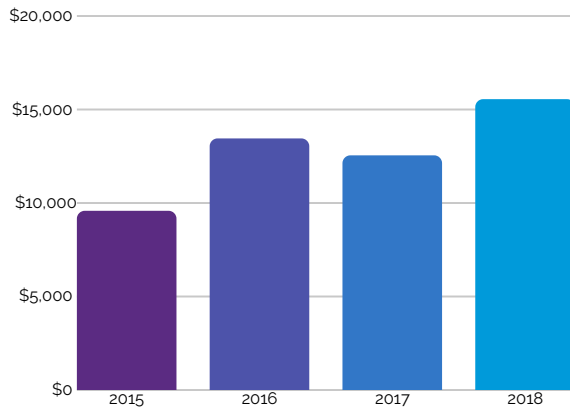
57,900+

PAGEVIEWS

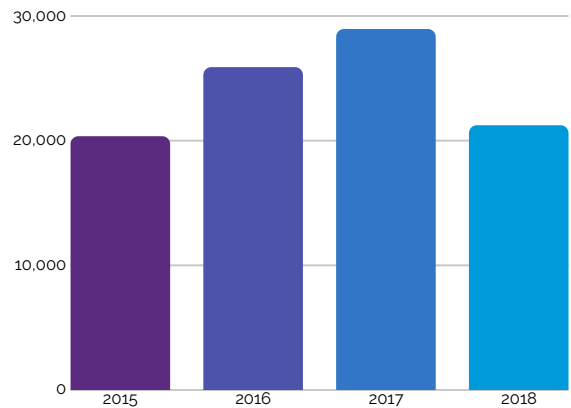
+ 25.6% in pageviews

YEAR TO YEAR REVIEW

PARTNERSHIP INCOME



PROGRAM INCOME

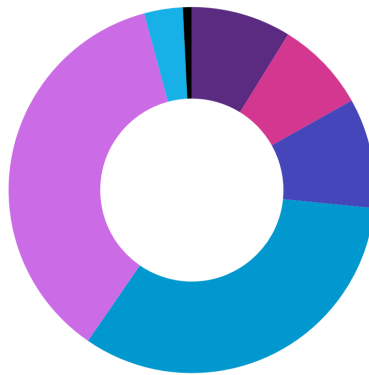


FINANCIAL STATUS

WHY DONATE?

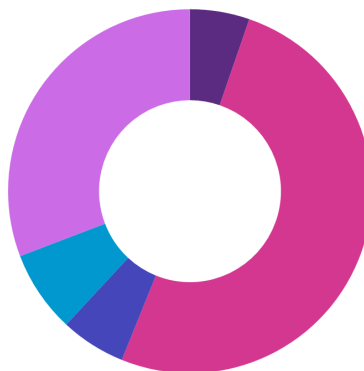
Our downtown is what drives our economy. Our riverfront is a source of pride for locals and keeps tourists coming back. Our commercial district drives income tax revenue for the City by creating a community that people want to work in. Our events fill the streets. Our small businesses build character and our ornate buildings build charm. Seniors retire to Marietta and young families raise their children here, on the promise of calling Marietta their home - a vibrant community full of opportunity.

As a 501(c)3 Charitable Non-Profit, we need your support to continue doing what we do.



2018 REVENUE

Partnerships	\$15,500
Individual Donations	\$14,178
Grants	\$17,092
Events & Programs	\$22,153
* Excludes Rivers, Trails, & Ales	
Beautification	\$63,705
Economic Dev.	\$6,000
Merchandise	\$1,382
TOTAL	\$140,010



2018 EXPENSES

Memberships	\$6,918
Operations	\$66,471
Grants	\$7,576
Events & Programs	\$9,521
* Excludes Rivers, Trails, & Ales	
Beautification	\$40,292
TOTAL	\$130,178

A YEAR WITH MAIN STREET

JANUARY

Kicked off second season of First Fridays
Hosted 2018 Board Retreat

FEBRUARY

Hosted 2nd Annual Downtown Celebration
Received National Main Street Accreditation

MARCH

Partnered with MCF to distribute flood relief funds

APRIL

Hosted Heritage Ohio Quarterly Training
Partnered to host First Settlement Festival

MAY

Raised \$12,000+ w/ Mother's Day Flower Campaign
Launched 2nd season of Downtown Farmers Market

JUNE

Hosted Main Street West Community Dinner
Downtown Mini-Golf

JULY

Raised \$40,000+ w/ Christmas in July Campaign
Added 2 murals and new signage at Gateway Park

AUGUST

Rivers, Trails, and Ales Festival
Great Marietta Marketplace

SEPTEMBER

Welcomed Sam Tuten as Executive Director
Moved the MMS Office to IncSwell

OCTOBER

3rd Round of of Build Up Marietta awarded
Attended State Heritage Ohio Conference

NOVEMBER

Small Business Saturday
Hometown Holidays Kicked Off

DECEMBER

Adopted Transformation Strategy for 2019
Welcomed five new Board Members

VOLUNTEER IMPACT

Marietta Main Street's volunteers invested more than **\$100,000** through **3,500+ hours** of service in 2018.

With only one paid staff person, Marietta Main Street relies on more than **150 volunteers** coming together to carry out our mission for downtown!

2018 EVENTS & PROGRAMS

Build Up Marietta
Cash Mob Mondays
Clean Sweep
Downtown Celebration
Downtown Mini-Golf
Farmers Market on Front Street
Fire & Ice Festival
First Fridays
Great Marietta Marketplace
Holiday Loft Tours
Hometown Holidays
Marietta Derby
Marietta On Tap Barcrawl
Merry-etta Christmas Parade
Mural Gallery Program
Red, White & Brews Barcrawl
Rivers, Trails, & Ales Festival
Small Business Saturday
Wine & Chocolate Walk

HOMETOWN HOLIDAYS

MAKING THE SEASON BRIGHTER

The Hometown Holidays Committee, led by Main Street Board Member and owner of Twisted Sisters Boutique Debbie Cline, set a goal of raising enough money to decorate 100 lamp posts downtown with new garlands and wreaths for the 2018 holiday season.

The goal to have 100 lamp posts adopted was met and exceeded by eight for a total of 108 lamp posts adopted thanks to the generosity of 107 donors representing individuals, businesses, and organizations.

The goal for larger, more vibrant decor at the Armory was met thanks to contributions by private donors paired with major gifts by Mister Bee. The community can look forward to a 22' majestic Christmas Tree bearing nearly 9,000 lights on display this holiday season starting mid-November.

The goal for additional downtown attractions in the holiday spirit was met thanks to sponsorship by

Jeremiah's Coffee House, coordination by the Mid-Ohio Valley players, and support from local volunteers. The construction of a Whoville-inspired village set will begin soon and be on display for families to walk through and take photos in cut-outs.

The goal for a themed holiday season was met thanks to the Hometown Holidays Committee who reviewed holiday schedules of downtown Main Street communities across the U.S. Ultimately, the choice to uplift a Dr. Seuss Whoville-inspired holiday season was selected, hoping to draw on the nostalgia of our older community members and tap into the excitement and joy felt by our younger community members. In partnership with the Kiwanis Club of Marietta, the Grinch will travel around downtown by surprise to greet shoppers. Pops of the holiday theme will be seen in our Hometown Holiday event lineup as well.

Thank you to all donors who contributed to our Christmas in July Fundraising Campaign!



Photo by Bruce Wunderlich



OUR IMPACT IN 2018

BRINGING COMMUNITY TOGETHER THROUGH NEW EVENTS

Marietta Main Street added several new events to the calendar in 2018.

In January, Marietta Main Street partnered with Clutch MOV to host Marietta on Tap, a unique bar crawl featuring local and regional craft beers.

In February, we hosted the Wine & Chocolate Walk during First Friday, sponsored by Century 21. 100 ticket holders experienced February's First Friday in style thanks to participating businesses downtown who offered special treats.

First Friday in May was dedicated to Marietta's own version of the Kentucky Derby. Instead of horses racing to win it all, local community leaders competed in character to raise money for the nonprofit of their choice. Local business Marietta Dental Works, owned by Dr. John Frye, was the title sponsor for this event.

The total amount of donations raised by the Marietta Derby was \$2,868.10 and money was distributed to local nonprofits. A quarter of all

money raised stayed with Marietta Main Street to support the revitalization of downtown.

In August, Marietta Main Street hosted the Great Marietta Marketplace, a unique, curated outdoor market that was previously run by Laura Pytlík as the Marietta Marketplace. The Marketplace featured more than 40 vendors and booths featuring original art, quality handcrafts, vintage goods and food.

New Events in 2018:

- **Marietta Derby:** Raised \$2,900 for local nonprofits during May's First Friday
- **Great Marietta Marketplace:** Brought thousands of visitors downtown to shop from 40+ vendors
- **Wine & Chocolate Walk:** Our first Wine & Chocolate Walk event sold out at 100 tickets and brought people downtown for a fun evening
- **Marietta On Tap Bar Crawl:** Featured local breweries and bars

MARIETTA IN FULL BLOOM

FUNDRAISING FOR FLOWERS

Our downtown flower program is a labor of love from start to finish every single year. Seeds are planted by February and tended to by Jay Huck and his team at Huck Greenhouse in Devola until our volunteers are ready to hang all 250+ baskets in early May.

Our petunias that hang on each lamp post downtown in 12" hanging baskets are on display through mid-September. In addition to our 12" hanging baskets, eight 28" wrap around baskets are installed on the Putnam Street Bridge and three are installed at the Armory. The Armory baskets were a new addition to 2018's flower program, adding more vibrancy to the hub of many downtown events over the summer.

In 2018, our Design Committee added a brand new opportunity for our community to celebrate Mother's Day and downtown beautification at the same time. Community members were invited to sponsor downtown flower baskets In Honor of or In Memory of their mothers.

We are pleased to say all 250 flower baskets were sponsored in 2018, funding \$12,000 of our downtown flower program. We were blown away by the community's response. As we look to expand our flower program in 2019, we are excited to bring this fundraiser back to fill downtown with purple wave petunias.

Thank you to every member of the community who sponsored a basket, volunteered their time to hang the baskets and tags throughout downtown, to Harmar Elementary School staff, for laminating our gift tags with love, to our downtown merchants for their support, and to Jay Huck and his team at Huck's Greenhouses for planting and growing the flowers and for taking over watering & maintenance of our flowers the whole summer through.

Without every single person who offered their time, these accomplishments would not have been achieved. **We truly appreciate every minute offered by our volunteers, and invite all who are able to join us in sharing gratitude!**





ENRICH MARIETTA

A VISION FOR DOWNTOWN MARIETTA

Community leaders have been hard at work for decades, striving to strengthen our local economy, cultural assets, art-inspired public works, recreational offerings, and more. And, though much has been accomplished, there is much left to be done. Enrich Marietta is the culmination of nearly two full years of meetings, consultations, research, advocacy, proposals, and presentations to build the team we have today. Through collaboration and shared passion for the vitality of our city, we are committed to unifying our community to set a vision for our future and then pushing up our sleeves, digging in, and making our shared community vision come to life.

Enrich Marietta is lead in partnership by the City of Marietta, the Planning, Zoning, Annexation and Housing Committee, and Marietta Main Street. Enrich Marietta has initiated the creation of a Comprehensive Economic Development Plan for Downtown Marietta. This planning process will allow the community and local leaders to realize the ambitions of the City and its resident and businesses

in order to make better decisions in the future regarding planning, land use, and policy making.

A downtown plan looks at the potential of a community's core downtown district through an engaging process that brings people together to talk about their ideas and aspirations for the future. It is the vision of what a community wants to become and the steps needed to realize that vision. The revitalization plan is important to those who live, work, and play in the downtown.

The visioning process uses a variety of tools to build consensus around a desired outcome, future, or image. The process is built extensively on public and stakeholder involvement. It asks community residents and stakeholders: "What are your ideas for the future?" and "What kind of community do you want to be part of?"

The answer to these questions become the foundation of the vision. The Enrich Marietta team will complete the plan in the summer of 2019.

"BECAUSE OF MARIETTA MAIN STREET, MARIETTA IS A STAND-OUT OHIO TOWN."

(M. CLAYMAN)

A.A. BALDWIN'S JEWELRY BY DESIGN
AMERICAN FLAGS & POLES
ANTERO RESOURCES
ARTEX OIL COMPANY
BARNES & NOBLE COLLEGE
BRICK INSURANCE GROUP
CENTURY 21 FULL SERVICE REALTY
CLUTCH MOV
EDWARD JONES
FIELDS, DEHMLOW & VESSELS
HAWAIIAN TAN SALONS
HUNTINGTON BANK
JEREMIAH'S COFFEE HOUSE
JUST A JAR DESIGN PRESS
LISK LAWN CARE
MARIETTA ADVENTURE COMPANY
MARIETTA BREWING COMPANY
MARIETTA COLLEGE
MARIETTA COMMUNITY FOUNDATION
MEMORIAL HEALTH SYSTEM
MERLE NORMAN & MORE
MORRISON INC.
MURRAY'S GLASS & AUTOMOTIVE PAINT
PEOPLES BANK
PEOPLES BANK THEATRE
PERRY & ASSOCIATES

PICKERING ASSOCIATES
PLUMBERS & PIPEFITTERS LOCAL UNION #168
PROMANCO
PUTNAM CHOCOLATE
RIVERSIDE ARTISTS GALLERY
SCHWENDEMAN AGENCY INC.
SY'S PLACE
TERI ANN'S
THE CASTLE
THE COOK'S SHOP
THE ORIGINAL PIZZA PLACE
THE WORKINGMAN'S STORE
TROPICAL OASIS HOOKAH LOUNGE
TWISTED SISTERS BOUTIQUE
TWO PEAS IN A POD FLORIST
WASCO INC.
WIT & WHIMZY
WVU PARKERSBURG
ZIDE'S SPORT SHOP OF OHIO

DENYSE FORDHAM
JOHN HALLIDAY
PAULA TAYLOR
WALTER YOCUM
WILLIAM RUUD
CHARLES & JOYCE DITCHENDORF

OUR 2018 PARTNERS



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