

DOWNTOWN MARIETTA

2019
ANNUAL
REPORT





MAIN STREET BRINGS THE COMMUNITY TOGETHER

Marietta Main Street brings together a diverse array of people; around our table, we have artists, musicians, business owners, professionals, community leaders, residents, politicians and more. This unique blend allows us to incorporate a wide range of interests that all mesh together to form a great working unit. For me, this working unit - this organization - is at the heart of why I love Marietta.

Main Street has made great strides toward our goal of revitalizing downtown. We're seeing new businesses call downtown their home on an annual basis, with existing businesses expanding their storefronts or online commerce. Through Build Up Marietta, business and building owners have been able to enhance their facades while embracing historic preservation. During First Fridays, Hometown Holidays, and various other Main Street events downtown, our community gathers together not as individuals from different neighborhoods but as one city: Marietta.

I am proud to live in Marietta. As I travel around the state and experience other towns, I become even more compelled to appreciate the assets we have right here in Marietta. I am especially proud to be the President of the Main Street Board of Directors, the single most dedicated group of individuals I've had the honor of working alongside. For me, Marietta is much more where I'm from; it's who I am, and Main Street leads the way in making our community special, inviting, and vibrant for all to enjoy.

TIM GLOVER | PRESIDENT OF THE BOARD

MISSION

Through the utilization of community and economic development strategies, we revitalize downtown by bringing people together to preserve, enhance, and enjoy the place we love the most: downtown, Marietta, OH.

2020 BOARD OF DIRECTORS

President | **Tim Glover**, Ohio Lottery

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

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

Bret Allphin Buckeye Hills Regional Council

Carrie Ankrom Marietta Area Chamber of Commerce

Deana Clark Marietta/Washington County CVB

Debbie Cline, Small Business Owner

Aleece Dye Peoples Bank

Jackson Patterson Main Street West

Kasandra Ruscitto Pritchett The Original Pizza Place

Rob Marias Marietta College

Tom Perry Marietta College

Bobby Rosenstock JustAJar Design Press

Geoff Schenkel City Council of Marietta

Mary Segrest Edward Jones Financial Advisors

Nate Shahan Musician

STAFF

Interim Executive Director | **Cristie L. Thomas MA**



"MAIN STREET PROVIDES OPPORTUNITIES FOR US TO BUILD A STRONGER, MORE INVITING COMMUNITY."

(R. MARIAS)

MAIN STREET WEST

AWARDED STATE MAIN STREET PROGRAM OF THE YEAR

During Heritage Ohio's Annual State Conference in October 2019, Marietta Main Street was awarded the Best Main Street Committee Project Award for Main Street West, the Harmar revitalization arm of Main Street's work downtown.

By bringing together residents, business owners, and community leaders on Marietta's west side, a grassroots movement has grown to accomplish the goals of the neighborhood hand in hand.

Since its inception, Main Street West has grown to involve community partners like the Marietta Police Department, Washington County Sheriff's Office, Marietta-Belpre Health Department, Washington County Relay for Life, GoPacks, Marietta College, Washington County Behavioral Health Board, and much more.

What Does Main Street West Do?

- Clean Up Days
- MOV Rebound for Kids: This summer program connects officers from the Marietta Police Department and Washington County Sheriff's Office with kids in Harmar.
- Neighborhood Events: MSW hosts a Trunk or Treat, fundraisers, and other events throughout the year to bring the community together.
- Public Space Enhancement: MSW expanded downtown beautification efforts to include more hanging flower baskets and holiday decor and also enhanced Flanders Field play equipment.
- Blight Reduction & Residential Support: MSW leaders & supporters actively work to share resources with residents seeking to care for and maintain their homes.
- Monthly Neighborhood Meetings: The last Sunday of every month, MSW hosts gatherings to bring Harmar together.
- & much more!





OUR IMPACT IN 2019

HOMETOWN HOLIDAYS

AMPS UP THE CHEER WITH NEW PROGRAMS AND EVENTS

From events to decorations and more, our Hometown Holidays Committee is dedicated to bringing the spirit of the holiday season to life for the enjoyment of our community, the draw of tourists, and the financial support of small businesses and organizations downtown.

In 2019, the Hometown Holidays Committee went above and beyond in expanding an already packed lineup to include a series of weekend Santa House events and the installation of the first-ever Holiday Tree Walk in East Muskingum Park.

Hundreds of families with children, dogs, loved ones, and friends participated in the weekend Santa Houses, offering free photos with Santa to all. And, thank to local organizations, free refreshments like cookies and hot cocoa were provided in the gazebo in the park.

And, the Committee achieved their goal of installing 50 trees in the Holiday Tree Walk thanks to the support of area businesses and organizations.

What is Included in Hometown Holidays?

- Christmas in July Fundraising Campaign
- City of Marietta Tree Lighting
- City Christmas Tree Preparation & Decoration
- Downtown Gift Tags on Lampposts
- Downtown Wreaths & Garlands on Lampposts
- First Friday: Moonlight Madness
- Holiday Loft Tours
- Holiday Tree Walk
- Merry-etta Christmas Parade
- Online Shop Local Campaign
- Rockin' Around the Christmas Tree
- Santa Houses

ONLINE PRESENCE

13,494

FACEBOOK

+ 13% followers

4,563

INSTAGRAM

+ 40.5% followers

23,500+

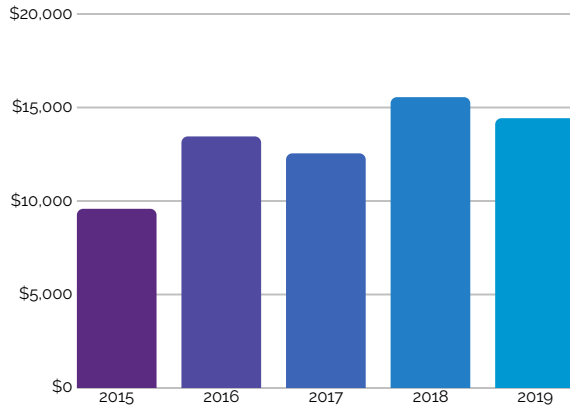
WEBSITE VISITORS

47,100+

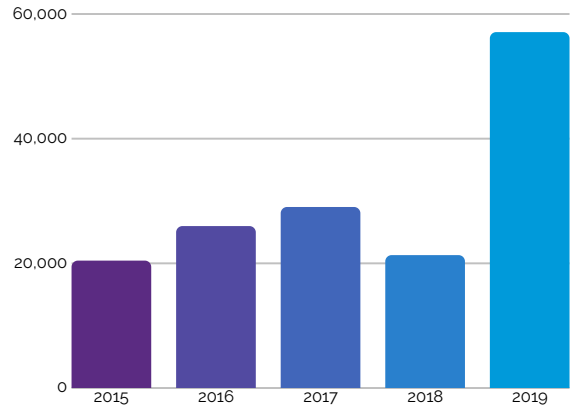
PAGEVIEWS

YEAR TO YEAR REVIEW

PARTNERSHIP INCOME



PROGRAM INCOME

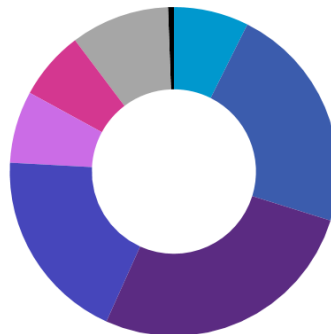


FINANCIAL STATUS

WHY DONATE?

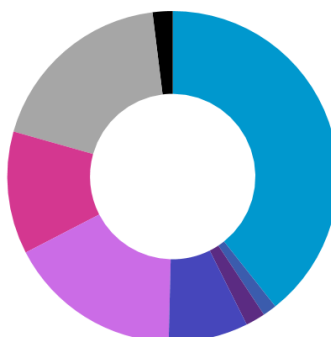
Our downtown is what drives our economy. Our riverfront is a source of pride for locals and keeps tourists coming back. Our commercial district drives income tax revenue for the City by creating a community that people want to work in. Our events fill the streets. Our small businesses build character 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.



2019 REVENUE

Partnerships	\$15,625.05
Direct Public Support	\$47,430.90
Events & Programs	\$56,934.74
Rivers, Trails & Ales Fest	\$40,423.73
Beautification	\$14,977.14
Economic Development	\$14,320.75
Grants	\$20,540.00
Miscellaneous	\$1,211.59
TOTAL	\$211,463.89



2019 EXPENSES

Operations	\$68,498.70
Advertising	\$2,360.23
Travel	\$3,326.77
Events & Programs	\$13,528.01
Rivers, Trails & Ales Fest	\$29,626.39
Beautification	\$20,855.22
Economic Development	32,478.62
Miscellaneous	3,400.94
TOTAL	\$174,074.88

A YEAR WITH MAIN STREET

ECONOMIC VITALITY COMMITTEE

Mission: To focus on economic and financial tools that assist new and existing businesses, catalyze property development, and create an environment that supports innovation and entrepreneurship.

Key Events, Programs, & Initiatives

Welcome Wagons and Shop Hops, Small Business Training, Small Business Outreach, District Data

DESIGN COMMITTEE

Mission: To support our community's transformation by enhancing the physical and visual elements of downtown.

Key Events, Programs, & Initiatives

Clean Sweeps, Downtown Beautification, Flags, Public Art, Historic Preservation

MAIN STREET WEST COMMITTEE

Mission: To utilize elements of Design, Economic Vitality, Organization, and Promotion for neighborhood revitalization in Harmar.

Key Events, Programs, & Initiatives

MOV Rebound for Kids, Residential Outreach, Accessibility & Education, Neighborhood Gatherings & Events

PROMOTION COMMITTEE

Mission: To position downtown as the center of the community and the hub of economic activity.

Key Events, Programs, & Initiatives

First Fridays, Hometown Holidays, Advertising & Marketing, Other Events like Wine & Chocolate Walk, Crawls, Festivals, and more

ORGANIZATION COMMITTEE

Mission: To create a strong foundation for sustainable revitalization efforts, including the cultivation of partnerships and resources for the district and the organization.

Key Events, Programs, & Initiatives

Fundraising, Volunteer Management, Data Collection & Management, Community Involvement

2019 VOLUNTEER IMPACT

Marietta Main Street's volunteers invested more than **\$86,500** through **3,400 hours** of service in 2019.

With only one full-time, paid employee, Main Street relies on more than **150 volunteers** coming together to carry out our mission!

2019 EVENTS & PROGRAMS

Build Up Marietta
Cabin Fever Bar Crawl
Cash Mob Mondays
Christmas in July Campaign
City of Marietta Tree Lighting
Community Meetings
Downtown Carriage Rides
Downtown Celebration
Downtown Flags
Downtown Flowers
Downtown Mini Golf
Enrich Marietta Planning
Enrich Marietta Public Survey
Fall Cider Crawl
Fall Clean Sweep
First Fridays
Hidden Places Secret Spaces
History-Themed Bar Crawl
Historic Tax Credit Coffee
Holiday Decor
Holiday Loft Tours
Holiday Tree Walk
Jingle Booze Holiday Bar Crawl
Light Up Downtown
Main Street West
Merry-etta Christmas Parade
Mother's Day Flower Campaign
Petunia Party
Petunia Takedown
Pop-Up Art Show
Red, White & Brews Bar Crawl
Rivers, Trails, & Ales Festival
Rockin' Around the Christmas Tree
Santa Houses
Shop Local Campaign
Small Business Saturday
Wine & Chocolate Walk

"DOWNTOWN MARIETTA IS THE GEM OF APPALACHIA. MAIN STREET WORKS TO KEEP IT THAT WAY."

(B. ALLPHIN)

A.A. BALDWIN'S JEWELRY BY DESIGN
AMERICAN FLAGS & POLES
ARTEX OIL COMPANY
BAKER & BAKER JEWELERS
BELLA VIA SALON
THE BUCKLEY HOUSE RESTAURANT
CLAYMAN & ASSOCIATES
CLUTCH MOV
COMFORT SUITES
EDWARD JONES
HIDDEN MARIETTA
HIVE ALIVE / RESOLVE FRAMING
HUNTINGTON BANK
JEREMIAH'S COFFEE HOUSE
JUST A JAR DESIGN PRESS
MAHONE TIRE SERVICE INC
MARIETTA ADVENTURE COMPANY
MARIETTA BREWING COMPANY
MARIETTA COLLEGE
MARIETTA COMMUNITY FOUNDATION
MARIETTA DANCE ACADEMY
MARIETTA GRETA
MERLE NORMAN & MORE
MID OHIO VALLEY PLAYERS

MODEST PEACOCK
MORRISON INC
OHIO RIVER STERNWHEEL FESTIVAL
OLD CAPITAL PROPERTIES
PEOPLES BANK
PERRY & ASSOCIATES
PLUMBERS & PIPEFITTERS LOCAL UNION #168
QCA URGENT CARE AND WELLNESS CENTER
RIVER TOWN GRILL
RIVERSIDE ARTISTS GALLERY
ROCKSTAR WELLNESS
SILVERHEELS
SOUTHEAST OHIO PUBLIC ENERGY COUNCIL
TERI ANN'S
THE CASTLE
THE ORIGINAL PIZZA PLACE
THE WORKINGMAN'S STORE
THREADZ
TOP DRAWER FURNITURE & DESIGN STUDIO
TOWN HOUSE
TWO PEAS IN A POD FLORIST
WASCO INC.
WIT & WHIMZY

OUR 2019 PARTNERS

We simply couldn't do what we do without the support of our partners. These local businesses and organizations invest in our mission and enable us to invest in our community. When you join Main Street, you join a movement to strengthen Marietta!



WWW.MARIETTAMAINSTREET.ORG

