

DOWNTOWN MARIETTA

2020 ANNUAL REPORT





MAIN STREET BRINGS THE COMMUNITY TOGETHER

In a year marked with exceptional difficulties, Marietta Main Street has remained a bright spot in our community, lifting up our downtown and small businesses through programming, grant funding, educational support, and enhanced revitalization efforts in a time when our community needed it the most.

One of the things I am most proud of in 2020 was the creation of our Small Business Relief Fund, through which we were able to award over \$18,000 in relief funding. This funding allowed businesses to purchase much-needed supplies, help pay their rent, get needed technical support, and use it to invest in marketing and advertising efforts. I am proud that we were able to hear the needs of our community and work quickly to find innovative solutions to help strengthen our small businesses.

I believe our downtown is a better place to live, work, and enjoy due to the work that Marietta Main Street has accomplished and we never would have been able to accomplish it without the dedication of our volunteers, board members, and community leaders. Thank you to all who have given graciously of their time, talents, and finances to make Main Street better and our community stronger.

I look forward to serving with you in 2021. We have a bright future.

ALEECE DYE | PRESIDENT OF THE BOARD

ABOUT US

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, Ohio.

2021 BOARD OF DIRECTORS

President	Aleece Dye Peoples Bank
Vice President	Bret Allphin Sixmo City Services
Past President	Tim Glover Ohio Lottery
Treasurer	Michael Bond Spoken Inc.
Secretary	Nate Shahan Artist & Musician
Debbie Cline	Small Business Owner
Robert Fitzgerald	Wash. Co. Veterans Service Commission
Denyse Fordham	Retired
Jackson Patterson	Main Street West
Kasandra Ruscitto Pritchett	The Original Pizza Place
Bobby Rosenstock	JustAJar Design Press
Jennifer Tinkler	Third Street Deli
Morgan West	Healogics

EX-OFFICIOS

Deana Clark	Marietta-Washington County CVB
Tom Perry	Marietta College
Jesse Roush	Southeastern Ohio Port Authority
Mayor Josh Schlicher	City of Marietta

STAFF

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

WHO WE ARE



“ESPECIALLY IN THIS PAST YEAR OF UNCERTAINTY,
MAIN STREET STOOD BEHIND OUR
DOWNTOWN BUSINESSES
PROVIDING RESOURCES AND SUPPORT.”

K. RUSCITTO PRITCHETT
Downtown Business Owner & Main Street Board Member



HIGHLIGHTS OF IMPACT IN 2020



BUILD UP MARIETTA ALLOCATED \$21,000

Our building improvement program, Build Up Marietta, allocated \$21,000 this year, leveraging over \$44,173 in downtown building improvements. Through 10 projects, these funds facilitated both interior and exterior enhancements, including lighting and design, walk-in coolers, HVAC and exhaust systems, ADA accessibility, awnings, cornice repair, and more.



BIKE MARIETTA PROPOSAL RECEIVES \$10,000

The Washington County Health Department awarded \$10,000 to Bike Marietta, a proposal we put forward to further uplift outdoor recreation in our community. We have purchased 50 new bike racks for downtown, designed a Bike Marietta Resource Guide, coordinated a bike-friendly business initiative, and will soon launch a Bike Marietta web page and install kiosks with trail maps and other resources.



INVESTMENT OF \$8,200 IN PUBLIC ART

Our Public Art Committee invested over \$8,200 this year in the installation of three murals. Two murals were installed to finish the Butler Street Historic Photo Mural Series and in September, we hosted a collaborative pop-up mural day with 14 local artists who painted a series of murals between Front and Second Street.



DORA APPLICATION DRAFTED

We drafted an application for downtown Marietta to become a Designated Outdoor Refreshment Area (DORA) and submitted it to City Council. With a few updates, we look forward to accomplishing this goal in 2021 and thus adding another tool to our economic development toolkit to generate revenue for downtown bars & restaurants and retailers.



AWARDED \$18,064 IN BUSINESS RELIEF

Through our newly-launched Downtown Small Business Relief Fund we awarded \$18,094 to 11 businesses to support equipment & supply purchases, marketing & advertising, rent relief, and technical training & support in the wake of COVID-19.



DISTRIBUTED PPE TO DOWNTOWN BUSINESSES

We distributed 50 boxes of PPE including hand sanitizer and masks to downtown businesses to ensure they have the resources they need to adhere to local, state, and federal health orders. In total, through these boxes, we distributed 5,000 3-ply masks, 1,000 KN95 masks, and 1,200 ounces of hand sanitizer.



HIGHLIGHTS OF IMPACT IN 2020



SUCCESSFULLY ADVOCATED FOR BED TAX INCREASE TO CVB

In partnership with the Marietta-Washington County CVB and the Southeastern Ohio Port Authority, we successfully advocated for the increase of the bed tax allocation received by the CVB, a percentage of which will come to Marietta Main Street to support our operations.



VIRTUAL CASH MOBS GENERATED OVER \$40,000 IN REVENUE FOR BUSINESSES

We launched a series of Virtual Cash Mobs, which generated over \$40,000 in revenue for nearly 30 downtown businesses. Some businesses have shared that if it were not for the revenue generated during their Virtual Cash Mob, they would not have been able to make rent that month.



CELEBRATED FLANDERS FIELD IMPROVEMENTS

A ribbon-cutting was celebrated at Flanders Field thanks to the leadership of Main Street West, who successfully improved the park through playground equipment upgrades, public art, resealing of the basketball court, and more.



ENRICH MARIETTA PLAN FINALIZED

We finalized our downtown comprehensive development plan - an 82-page document - based on data and action-oriented priorities for the continued strengthening of downtown. Enrich Marietta, the name of this effort, will be a focus of 2021 and beyond.



AWARD RECEIVED FROM MARIETTA COLLEGE

We were honored to receive the Linsley Community Partner Organization Award from Marietta College during their Founder's Day dinner and celebration.

“

Main Street communities are resilient ones. That our downtown has survived the global health and economic crisis of 2020, and in some cases, continued to thrive despite such hardships, is a testament to the strength of the Main Street approach. By investing in our small businesses, bringing people together, and providing leadership and support when it was needed most, Marietta Main Street gave our community a leg up in overcoming this trial of a lifetime.

— Sarah Arnold, Owner/Founder | Clutch MOV

WITH CREATIVITY & PASSION

WE RESPONDED TO COVID-19 TO KEEP DOWNTOWN ALIVE

OUR IMPACT IN 2020

In March 2020, the world changed and in downtown Marietta, the effects of COVID-19 were met by our Board of Directors with a spirit of innovation & resilience. In response to the Coronavirus, we:

- Continually disseminated updated information regarding relief funds
- Created the COVID-19 Local Resource Guide
- Promoted a Support Local campaign to encourage the array of opportunities to stay connected in Marietta
- Administered 2 surveys to understand the local impact of COVID-19 on downtown businesses
- Launched the Give Big, Help Small campaign to fund our first-ever Downtown Small Business Relief Fund
- Created the Virtual Cash Mob event series to bridge the gap between consumers and businesses online
- Distributed PPE to businesses & organizations
- Shifted events to a virtual platform, keeping the focus on downtown
- Provided small business support & training on social media marketing and e-commerce



PUBLIC ART INITIATIVES

BROUGHT ARTISTS TOGETHER TO ADD COLOR & CARE



In a year full of so much struggle and worry, our Public Art Committee focused on hope, vibrancy, and collaboration to enhance downtown and our community as a whole. Comprised of area artists, including downtown employees and business owners, our Public Art Committee had a milestone year in accomplishments, investing nearly \$9,000.

- The two final panels on the Butler Street Historic Photo Mural Series were installed
- The Pop-Up Collaborative Mural Series was designed and painted, bringing together 14 area artists to beautify an alleyway and parking structure. A video was created to capture the process that can be found on our YouTube Channel.
- Plans for 2021 were generated, including approval of a mural design by artist Alix Northrup to be installed at 197 Front Street featuring the message "Rooted in Kindness, Good Things Grow Here"
- Internal policies were drafted to ensure the work of the Committee is equitable and consistently applied

ONLINE PRESENCE

15,030

FACEBOOK

+ 10.2% followers

5,839

INSTAGRAM

+ 22% followers

29,520

WEBSITE VISITORS

+ 6% visitors

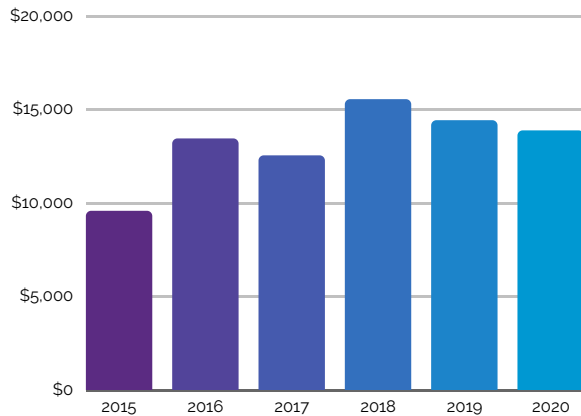
45,112

WEB PAGE VIEWS

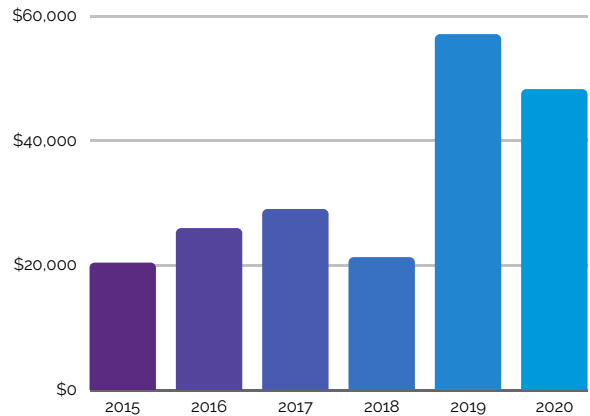
-4% visitors

YEAR TO YEAR REVIEW

PARTNERSHIP INCOME



PROGRAM INCOME



FINANCIAL STATUS

WHY DONATE?

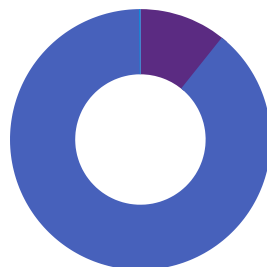
Our downtown is what drives our economy. Our riverfront is a source of pride for locals and keeps tourists coming back. Our commercial district drives income tax revenue for the City by creating a community that people want to work in. Our events fill the streets. Our small businesses build character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



2020 REVENUE

Events & Activities	\$22,121.04
Programs & Projects	\$25,990.81
Grants	\$18,955.95
Private Income Support	\$65,680.70
Other	\$7,068.97
TOTAL	\$139,817.47



2020 EXPENSES

Events & Activities	\$5,298.24
Programs & Projects	\$44,026.96
Operations & Admin.	\$73,320.36
TOTAL	\$122,645.56

OUR VIBRANT AND HISTORIC DOWNTOWN ENHANCES THE VISITOR EXPERIENCE & SHOWCASES THE HEART OF HOSPITALITY IN WASHINGTON COUNTY.

D. CLARK | EXECUTIVE DIRECTOR, MARIETTA-WASHINGTON COUNTY CVB

OUR 2020 PARTNERS

740 SOCIAL

A.A. BALDWIN'S JEWELRY BY DESIGN
AMERICAN FLAGS & POLES
BAKER & BAKER
BELLA VIA SALON
BUILDING BRIDGES TO CAREERS
CENTURY 21 FULL SERVICE REALTY
CLAYMAN & ASSOCIATES
CLUTCH MOV
COMFORT SUITES
EDWARD JONES
FIRST MUTUAL BANK
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
MEMORIAL HEALTH SYSTEM
MERLE NORMAN & MORE

MID OHIO VALLEY PLAYERS

MODEST PEACOCK
MORRISON INC
OLD CAPITAL PROPERTIES
OVER THE MOON PUB & PIZZA
PEOPLES BANK
PERRY & ASSOCIATES
PLUMBERS & PIPEFITTERS LOCAL UNION #168
QCA URGENT CARE AND WELLNESS CENTER
BOATHOUSE BBQ
RIVERSIDE ARTISTS GALLERY
ROCKSTAR WELLNESS
SILVERHEELS PROPERTY MANAGEMENT
SOUTHEASTERN OHIO PORT AUTHORITY
SUSTAINABLE OHIO PUBLIC ENERGY COUNCIL
SUGAR MAPLE BOUTIQUE
TERI ANN'S
THE BETSEY MILLS CLUB
THE GALLEY/ADELPHIA/HACKETT
THE ORIGINAL PIZZA PLACE
THREADZ
WIT & WHIMZY



WWW.MARIETTAMAINSTREET.ORG

