



Main Street Mount Vernon

The Intersection of Commerce and Culture



ANNUAL REPORT

2016

Executive Summary

This year brought some new energy and sustaining power to Main Street Mount Vernon. We experienced positive growth in these areas:

- Increased attendance at all of our events held in the central business district
- More new businesses moving into downtown and less failed businesses
- Increase in in-kind donations of goods/services
- Increase in volunteer hours
- Increase in membership dollars
- Continued marketing inside and outside of Knox County.

To create and enhance the economic, historic, and social development of the central business district and downtown Mount Vernon.

Vision

Main Street Mount Vernon's vision for Mount Vernon is a downtown brimming with activity in a beautiful setting with green spaces and well-preserved, lovingly restored, fully utilized historic buildings. It includes a thriving retail and restaurant district, ample parking and easy access to trails, waterways, and parks--a place where people of all ages come to shop, dine, work, and live.

Residents and visitors alike can enjoy educational, arts, and cultural experiences and participate in a variety of community events. This vision includes thoughtful and generous involvement by community and business leaders and the support of a downtown organization with adequate, consistent funding and purposeful direction.

Our Mission and Vision

Mission

MSMV has striven to maintain the quality events and activities that have come to be associated with our organization, while looking to identify new ways we can support our members through communication, networking, marketing support, and education.

We look forward to building on the success of 2016 to assist our businesses even further in 2017. Our desire is to continue developing business and community relationships in order to support beautiful, historic downtown Mount Vernon.



Executive Committee

Mike Hillier, President Pak-Mail

Becky Glass, Vice President American Red Cross

Lisa Behr, Treasurer Community Foundation of Mount Vernon and Knox County

Tom Stamp, Secretary Kenyon College

Committee Chairs

Josh Kirby, Business Enhancement Kahrl and Co. Insurance

Ellen Smith, Organization Good Impressions Printing

Tom Stamp/Pat Crow, Design Kenyon College/ Knox County CVB

Becky Glass, Promotions American Red Cross

Dee Allerding, First Fridays

At-Large Members

Heather Brayshaw First-Knox National Bank

Phil Herald Herald's Appliances and Electronics

Ann Laudeman Real Living

Sara Mankins Edward Jones

Crystal Laferty Creative Images

Ex-Officio Members

Carol Grubaugh Knox County Chamber of Commerce

Susan Kahrl Mount Vernon City Council

Jeff Harris Area Development Foundation

Thom Collier Knox County Commissioner

Susan Ramser Woodward Foundation Downtown Property Owner

2016 Strategic Goals

Each of the four committees will also have an action plan to assist in accomplishing these goals.

- Broaden outreach to member businesses and organizations not located in the downtown area to continue to support them and help them grow.
- Successful design and execution of the West High Street Revitalization and Streetscape Project through the Community Development Block Grant funding program (2015-2016).
- Develop and hold a board "retreat" outside of normal meeting times in order that board members may bond socially.
- Recruit at least 20 new volunteers and/or committee members.
- Hold one additional fundraising event
- Create a one-time, unique event/activity to generate awareness of an underutilized space/building in downtown.



Committees: Points of Pride

Business Enhancement - Josh Kirby, Chair

- The business enhancement committee had a very productive 2016. We planned and held our second annual wine dinner.
- The wine dinner saw a net income of \$9,500.
- We were able to secure many great auction items for the dinner. In addition we had a live auctioneer. This made a big difference in the amount of funds raised. Our attendance at the dinner was around 70 people and this year we hope to get closer to 100 people.
- As a committee we also undertook the task of rebranding The Heritage Center to Main Street Mount Vernon. We met several times with Carrie Haver to create and fine tune the new logo.
- In addition to that we created a complete list of marketing materials that would need to be changed. We also worked with Derr Designs to revamp the website.

Design - Tom Stamp and Pat Crow, Co-Chair

The FY 2014 CDBG Downtown Revitalization Grant was completed with the following accomplishments:

- The streetscape improvements on the Square and on West High Street
- Fifteen (15) Buildings were rehabbed or improved totaling \$260,026.56.
- Matching in-kind projects completed or underway include the new Grand Hotel and the Woodward Opera House Restoration Project.
- Other individual matching in-kind projects included improvements to a total of a \$200,000 investment.
- This is the 4th CDBG Downtown completed since 1994, stimulating the district.
- Steps were taken to coordinate an Ohio Historical Society) "Building Doctor for April 2017.
- The DC is a partner and is participating Initiative as it relates to signage in the
- Helped organize and coordinate a application and use of the Federal and event was well attended and featured Commerce, the Ohio Historic experts in this field. There are plans for
- The DC is engaged in the ongoing Downtown as it relates to the ever central business district.



MSMV utilizes the Heritage Ohio four-point approach:

Business Enhancement
Strengthening the existing base of downtown while diversifying it.

Design
Improving one's downtown image by enriching its physical appearance.

Organization / Membership
Building consensus and cooperation between groups that play a role downtown; member services; fund raising.

Promotion / Events
Involves marketing downtown through promotional activity and special community events and activities.

Historic mural, initiated by Knox Co. Landmark Foundation, supported by Ariel Foundation

least 6 other structures for over a

Revitalization Grant received and millions of dollars of investment in

History Connection (formerly Ohio Clinic". This is tentatively scheduled

in the Knox Co. CVB's Way Finding downtown area.

Historic Tax Credit Seminar for the State Tax Credit Programs. The speakers from the Ohio Dept. of Preservation Office, and other a follow-up session in 2017.

conversation about parking in increasing development in the

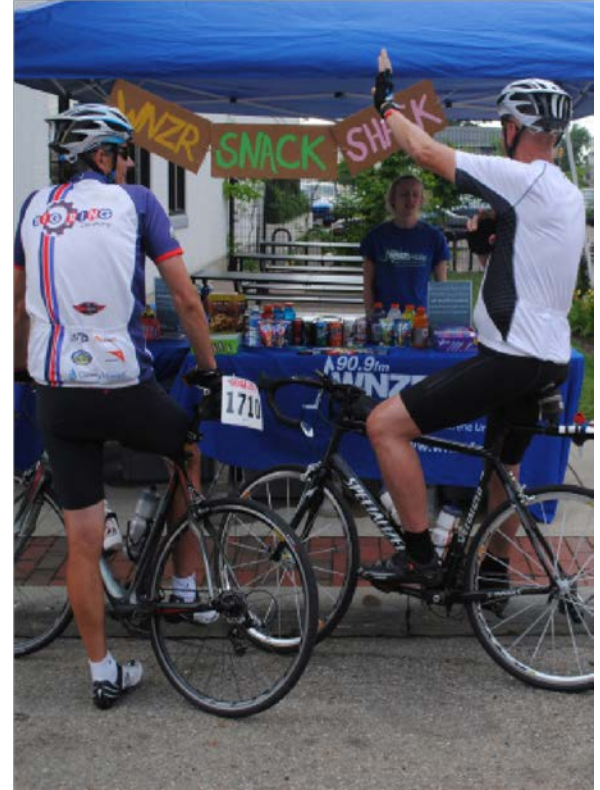
- The DC is engaged in the ongoing conversation about design review standards in the City's Downtown historic overlay district.

Thank you to the Walter Rudin Fund, Ariel Corporation, and Ariel Foundation which supported many of these projects financially. **Organization - Ellen Smith, Chair**

- Maintained accreditation with National Trust for Historic Preservation and membership with Heritage Ohio upon a successful annual review.
- Updated membership and contact lists for use in mailing invitations and notices.
- Reviewed Board member list to make sure all slots were filled.
- The Annual Membership Meeting was held in January at The Alcove Restaurant.
- The Annual Awards Dinner was held in March at The Alcove Restaurant. Obtained sponsorships for awards and compiled invitation packet. Member Businesses, Organizations, and Volunteers who have made a significant contribution to MSMV and downtown in 2016 were honored. Award winners included:

Small Business of the Year	Griffin Insurance
Mid-Sized Business of the Year	Athens Greek Restaurant
Large Business of the Year	Central Ohio Technical College
Spirit of Heritage Award	Mike Hillier
Community Pride Award	Williams Flowers
Walter Rudin Award	Karen Buchwald Wright
Centennial Award	Knox County Chamber of Commerce
Non-Profit	MTVArts
- Recruited volunteers when needed.
- Hosted Santa on the Square on weekends through the Christmas season.
- Held Christmas auction at Allison's Finer Diner in November, with very good attendance and participation of new members. Three tables of silent auction items were donated by members for MSMV fundraising. A live auction for parade sponsorships was held to raise funds for the Mount Vernon News Christmas Parade and Walk.
- Had one of the most successful Christmas Auctions in the event's history. **Promotions / Events - Becky Glass, Chair**
- Held 6th Annual Rubber Duck River Race during a record-setting September First Friday event. First and second prizes were sponsored by Fredericktown Chevrolet and AAA and 10 of our local member businesses. The amount raised exceeded \$5000.

- Assisted in the planning and execution of our 6 Annual First Friday events, which have shown an increase in attendance and number of exhibitions from our members every year.
- Through the use of social media, we continue to promote MSMV and our member's events.
- Placed a full page ad in the "The Heart of Ohio" magazine to advertise downtown Mount Vernon. We also placed brochures in neighboring zones to further promote our members and the central business district.
- Held two window decorating contests in 2016 with the following themes: Rubber Duck River Race and "A Comic Strip Christmas".
- Held Small Business Appreciation week; delivered carnations and cards to member and downtown businesses.
- Organized and distributed 25 goody bags from our members to the Distinguished Young Women families.
- Ordered and Distributed MSMV window decals to acknowledge and show our appreciation to our 2016 membership.
- Held four Second Saturday events as well as an open house at the MSMV office.
- Held 5th annual Shop Small Saturday event.



First Fridays - Dee Allerdig, Chair

- First Fridays completed a very successful season with record-breaking numbers of guests to our downtown. Our main event sponsors include First-Knox National Bank, Ariel Corporation, Knox Community Hospital, Kenyon College, Mount Vernon Nazarene University, Central Ohio Technical College, Ver-Mac, Griffin Insurance, and Mid-Ohio Suzuki Honda Yamaha Kawasaki.
- Had an average vendor attendance at First Friday of 55 exhibitors and 5 food vendors.
- The Cruise-In also brought record-breaking numbers of visitors, with beautiful classic cars from all over Ohio. Cruise-In magazine continues to rate our events in the top 10 of all Ohio events. Average number of cars has risen from 100 cars to 150 cars.
- September's First Friday featured a variety of farm equipment shared with us from the Farm Service Agency.
- Added a variety of different musical acts to the South Stage on the Buchwald Plaza.
- Guests enjoyed live music, food from local businesses, local shopping and dining, a growing number of exhibitors on the square and on South Main Street, a petting zoo, balloon sculptor, as well as special activities and discounts at downtown shops.

Christmas Commitee

- Hired professional company (Oakland Nursery of Delaware) to decorate the large pine tree on the Square for Christmas with positive results.
- Raised funds to sponsor a Carousel, train rides, and transportation to the C.A.&C. Depot for their train display.
- Raised funds to professionally light/decorate large pine tree on the Public Square.
- Produced and distributed marketing materials to Mount Vernon.
- Produced new red banners from Good Impressions and added many new participants to the banner sponsorship program.
- Provided quality entertainment to the event with Safire Sun and Rube Band joining the festivities We offer Special Thanks to WNZR and Mount Vernon News and staff.



Membership

2016 Members

47	Small Businesses
22	Mid-Sized Businesses
12	Large Businesses
46	Small Nonprofits
12	Large Nonprofits
12	Individual/Family
1	Reciprocal (Knox Co. Chamber)
152	

\$31,891 City of Mount Vernon financial support (bed tax), increase of 8%

\$13,610 Total private business membership dollars

\$46,064 Total membership dollars received (3% increase)

Additional Statistics

1,750	<u>Total volunteer hours donated through 2016, an increase of 42%</u>
\$40,372	Value of volunteer hours donated in 2016 (by national avg. value; \$30,602 by Ohio value)
50+	Board/committee/event planning meetings
\$9,000+	Dollars of in-kind services and support donated (22% increase)

Fundraising Activities

Baskets in Bloom	\$ 1,950
Rubber Duck River Race	\$ 5,117
Christmas Parade Auction	\$ 8,128
Christmas Streetpole Banners	\$ 1,900
Christmas Walk Sponsorships	\$ 9,870
First Friday Sponsors/Income	\$11,075

102 South Main Street, Mount Vernon, OH 43050 | (740) 393-1481 |

www.VisitDowntownMountVernon.com

Annual Awards Banquet Sponsors	\$ 1,500
Annual Wine Dinner	\$ 9,500

District Events

- Annual Membership Meeting, January, hosted by The Alcove (15+ attendees)
- Annual Awards Dinner, March, hosted by The Alcove (90+ attendees; 8 awards given)
- January Second Saturday, highlighting 4 downtown businesses
- February Second Saturday, highlighting 8 downtown businesses
- March Second Saturday, highlighting 8 downtown businesses
- April Second Saturday, highlighting 6 downtown businesses
- Small Business Appreciation Week, May, delivered more than 60 carnations/cards to our small business members
- May First Friday, sponsored by Griffin Insurance (1,500+ attendees; \$700 advertising)
- June First Friday, sponsored by First-Knox National Bank (1,500+ attendees; \$700 advertising)
- July First Friday, sponsored by Ariel Corp. (1,500 attendees; \$700 advertising)
- August First Friday, sponsored by Mid-Ohio Suzuki (1,500+ attendees; \$700 advertising)
- September First Friday, sponsored by COTC, Kenyon, and MVNU (2,000+ attendees; \$700 advertising)
- Rubber Duck River Race, sponsored by Fredericktown Chevrolet and AAA and 10 member businesses (100+ attendees; \$500 advertising)
- October First Friday, sponsored by Knox Community Hospital (1,500+ attendees; \$700 advertising)
- Christmas Auction, hosted by Allison's Finer Diner (40+ attendees)
- Small Business Saturday, November, sponsored by MSMV (200+ attendees; \$100 advertising)
- Christmas Parade/Walk, November, sponsored by 75+ local businesses/organizations (5,000+ attendees, \$4,000 advertising)

Promotional Value

19,000+	Total number of attendees/visitors at all events (estimate through end of 2016)
\$10,000+	Total estimated value of advertising MSMV procured for promoting major events in the district

Capacity and Community Building Activities

- Board Strategic Planning
- Newsletter - distributed 700 by email, 50 printed monthly
- Shop Small Saturday
- First Friday Agriculture and Education night
- June First Friday Health Fair and Veteran's Services Announcements

- Manager and board visits to members and local organizations.
- Blood Drives held at First Fridays
- City Volunteers of the year award presented by Mayor Mavis at September First Friday

6 New Downtown Businesses in 2016

Representing 9 new full-time and 8 part-time jobs

- Pine Row Studio

- Aesthetics Spa
- Green Pastures
- Fern Hollow
- Happy Bean
- Gospel Christian Life Supply Shop

4 Downtown Businesses Lost in 2016

Representing 6 full-time and 2 part-time jobs

- Build-a-Biscuit
- Farley and Moore
- Sips
- Alicie's Action Figure

Organizational Partnerships

- USDA Farm Service Agency – Agricultural education activities at September First Friday
- WNZR 90.9 FM – Dog-toberfest dog costume parade at October's First Friday
- First Church of the Nazarene Youth Quiz team – Clean up of First Fridays
- Harvest@The Woodward - Local foods market at each First Friday
- Opportunity Knox - Mobile job fairs at First Fridays
- Knox Area Transit (KAT) - KAT vehicles on tour at First Fridays
- MTVArts - Preview of "Beauty and the Beast" at June's First Friday
- Ariel Foundation and Tru Cut Landscaping for snow removal and Christmas lighting projects
- Williams Fowers for Christmas lighting project and help with flower baskets.
- Knox County Health Department - Mini-health fair at October's First Friday
- Knox Pages Media Partnership
- Mount Vernon News Media Partnership
- WQIO/WMVO Media Partnership
- Knox Co. Veteran's Services - presentation at June's First Friday

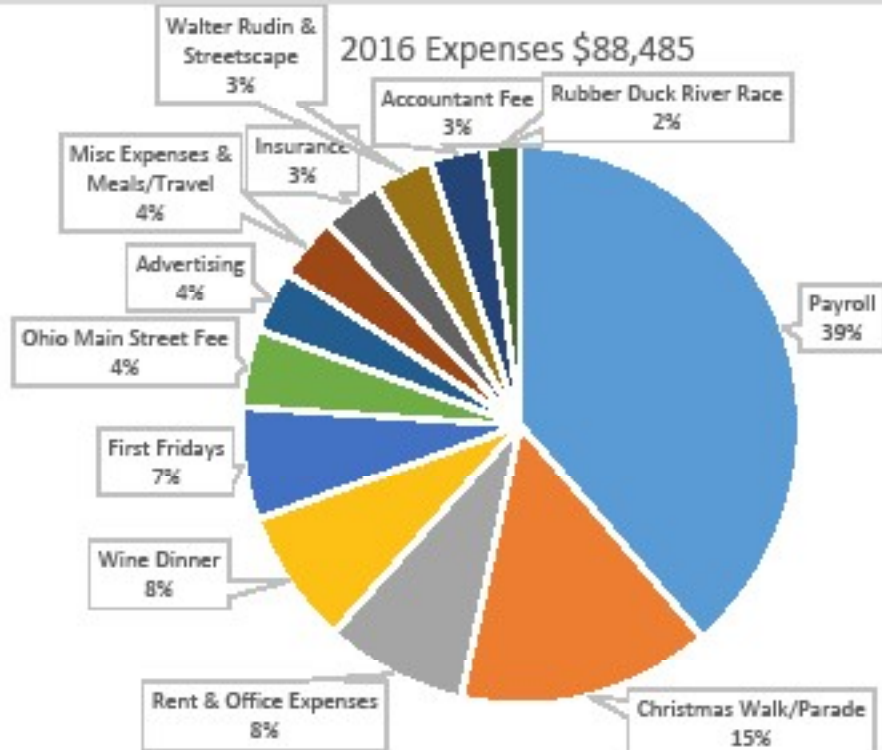
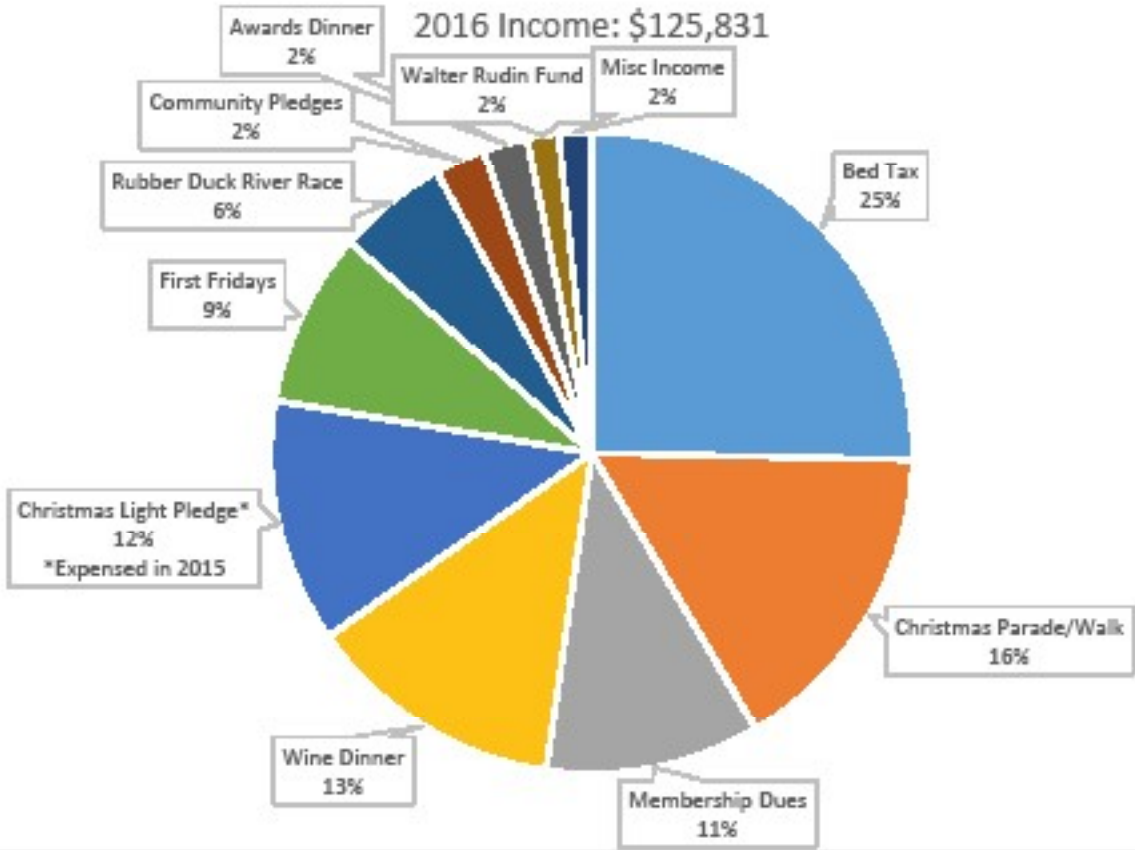


Board and Staff Development

- HCA Annual Membership Meeting, January, hosted by The Alcove Restaurant
- Heritage Ohio Annual Review, January, full board and staff; accredited 8th year in a row
- Heritage Ohio training, February in Portsmouth
- Heritage Ohio training, hosted tax credit coffee at Mount Vernon Grand Hotel
- Heritage Ohio training, 2 trained
- Heritage Ohio State Conference, 1 trained
- Heritage Ohio training, "Fundraising" 1 trained
- Monthly Heritage Ohio webinars on a variety of Main Street topics

MSMV Supportive Services/Marketing Outreach

- Downtown shopping/dining guide; distributed in surrounding counties
- Downtown information/map kiosk; changed out promotional flyers on regular basis
- Web site: www.VisitDowntownMountVernon.com
- Active Facebook, Instagram, and Twitter accounts
- "Shop Downtown Mount Vernon" card; distributed to downtown shops, hotels, restaurants
- Full-page ad featuring downtown businesses in "Heart of Ohio" magazine, May 2016
- Highlighted 40 member businesses in monthly newsletter



2017 BUDGET TO 2016 ACTUAL

	Jan - Dec 2015	Jan - Dec 2016	2016 Budget	2017 Budget
Revenue				
Awards Dinner	1,300.00	1,335.00	1800.00	1,500.00
Awards Sponsors	950.00	1,500.00	950.00	1,200.00
Banners	25.00	25.00	0.00	25.00
Bed Tax (Restricted)	25,646.10	31,890.57	28975.00	31,000.00
Christmas Auction	20.00			
Parade Sponsor	5,480.00	9,570.00		
Silent Auction	687.00	835.00		
Total Christmas Auction	\$ 6,187.00	\$ 10,405.00	6500.00	6,500.00
Christmas Parade/Walk	12,820.00	7,425.00		
Banner Sponsor	2,250.00	1,900.00		
Donation		545.00		
Total Christmas Parade/Walk	\$ 15,070.00	\$ 9,870.00	15000.00	15,000.00
Community Pledges	8,150.00	2,000.00		
Sidewalk Grant	5,025.00	1,200.00		14,350.00
Total Community Pledges	\$ 13,175.00	\$ 3,200.00	0.00	-
First Fridays/Activities	2,720.37	2,675.02	2500.00	2,700.00
First Fridays/Sponsors	10,450.00	8,400.00	9000.00	9,000.00
Hanging Baskets	1,050.00	1,950.00	1000.00	1,700.00
Interest	12.77	4.78	25.00	5.00
Lights		15,465.78	0.00	-
Membership Dues	18,030.80	13,609.97	15000.00	15,000.00
Miscellaneous Income	1,390.00	100.00		
Rubber Duck River Race	1,100.00	800.00		
RDRR Entry Packets	6,680.00	6,200.00		
Total Rubber Duck River Race	\$ 7,780.00	\$ 7,000.00	7500.00	7,500.00
Starving Artist Fundraiser	1,482.00		0.00	-
Walter Rudin Fund Income	2,400.00	2,000.00	2400.00	2,000.00
Wine Dinner Income	14,920.00	16,400.00	10000.00	16,000.00
Total Revenue	\$ 122,589.04	\$ 125,831.12	\$ 100,650.00	123,480.00
Expenditures				
Accountant Fee	3,000.00	2,780.00	3000.00	1,680.00
Advertising	1,576.27	3,236.77	2000.00	2,500.00
Annual Meeting	98.68	166.02	200.00	200.00

Awards Dinner Expense	1,661.62	1,928.70	2300.00	2,000.00
Bank Charges	177.20	115.42	100.00	150.00
Christmas Parade/Auction	2,434.07	2,626.73	2600.00	2,500.00
Christmas Walk	14,097.01	10,390.33	15000.00	12,500.00
Dues and Subscriptions	631.90	661.02	550.00	800.00
First Friday Activities	5,788.79	5,797.05	6500.00	6,000.00
Insurance	3,187.00	3,114.00	3300.00	4,000.00
Main Street Fee	3,950.00	3,990.00	4000.00	4,000.00
Miscellaneous	56.19	27.63	500.00	500.00
Office Equipment		841.40	1000.00	1,000.00
Office Expense	2,500.95	1,236.70	2775.00	2,500.00
Payroll Expenses	30,029.28	34,244.43	35000.00	45,000.00
Rent	2,400.00	2,400.00	2400.00	2,400.00
Rubber Duck River Race Expense	527.67	1,882.75	2500.00	2,000.00
Seminars and Training	1,195.00		1000.00	1,700.00
Starving Artist Expense	383.27		0.00	-
Sidewalk Grant Expense	18,530.78	1,200.00	2500.00	14,350.00
Streetscape Expenses				2,300.00
Telephone	1,303.68	1,523.47	1500.00	1,500.00
Travel and Meals	1,880.69	967.93	1500.00	1,800.00
Walter Rudin Fund	3,616.51	1,784.38	2400.00	4,000.00
Website	10.99	650.99	25.00	600.00
Wine Dinner Expense	7,817.42	6,919.16	8000.00	7,500.00
Total Expenditures	\$ 106,854.97	\$ 88,484.88	\$ 100,650.00	123,480.00