MAIN STREET GREENVILLE

2015 ANNUAL REPORT

OUR MISSION:

Main Street Greenville promotes historic preservation and economic development, resulting in a cultural downtown district that attracts and retains businesses and entrepreneurs, making downtown a desirable destination.

STAFF

Executive Director **Amber Garrett**

BOARD OF TRUSTEES

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Matt Staugler, Darke Co. Visitors Bureau

OFFICE

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MAYOR BOWERS, CHAD HENRY, MARV STAMMEN, AND AMBER GARRETT RIDE 50 MILES WITH THE STAFF OF HERITAGE OHIO TO PROMOTE BIKEABILITY & WALKABILITY

OUR WIN THE WINDOW CONTEST COLLECTED OVER 136,800 TICKETS, REPRESENTING MORE THAN $684,000 SPENT DOWNTOWN THIS HOLIDAY SEASON!

Downtowns, Main Streets, and city centers - it doesn't matter what you choose to call them, they are witnessing a renaissance across the country.

The movement presents a huge economic opportunity for communities like Greenville.

- Making our downtown a vibrant, walkable neighborhood can help attract and retain talented people and the companies that want to hire them.

- It creates a culture of engagement. Revitalizing a downtown is about bringing people together.

- Without compromising open land or working farms, you can help grow your region.

- It makes your community unique, which creates a destination to shop, dine, visit, move to, or invest.

- It's a great way to celebrate our local history. The City of Greenville began with our downtown. It is truly the heart of our community.

- A diverse small business mix helps create a more profitable community and a stronger economy by keeping more money in Greenville.

The reasons to revitalize the downtown district are plentiful.

It has been an extremely rewarding process to be involved in the revitalization of my hometown.

We are fortunate the people of Darke County care about making it a better place. Our work would not be possible without their financial support or volunteer efforts.

It's been an amazing couple of years, we can't wait to see what the future holds!

In appreciation,
Amber Garrett
Executive Director

WORKING TOGETHER

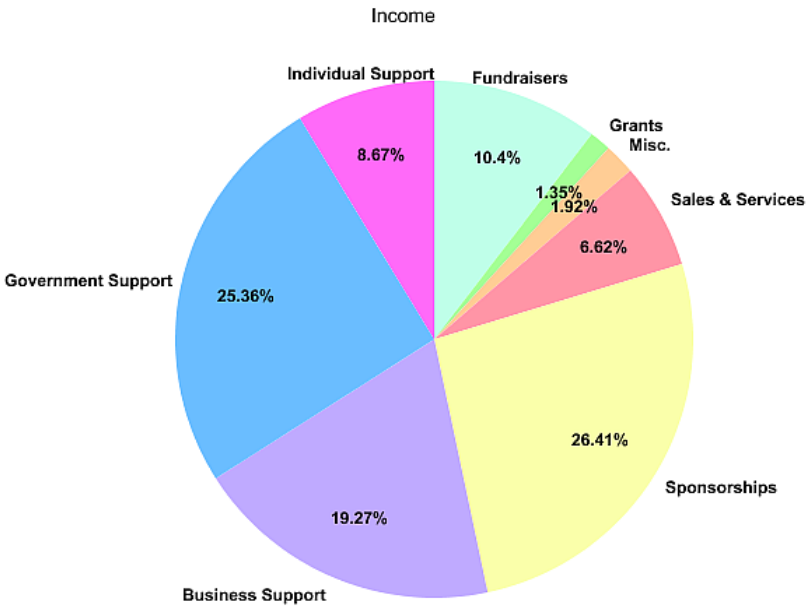
"Coming together is a beginning. Keeping together is progress. Working together is success." **- Henry Ford**

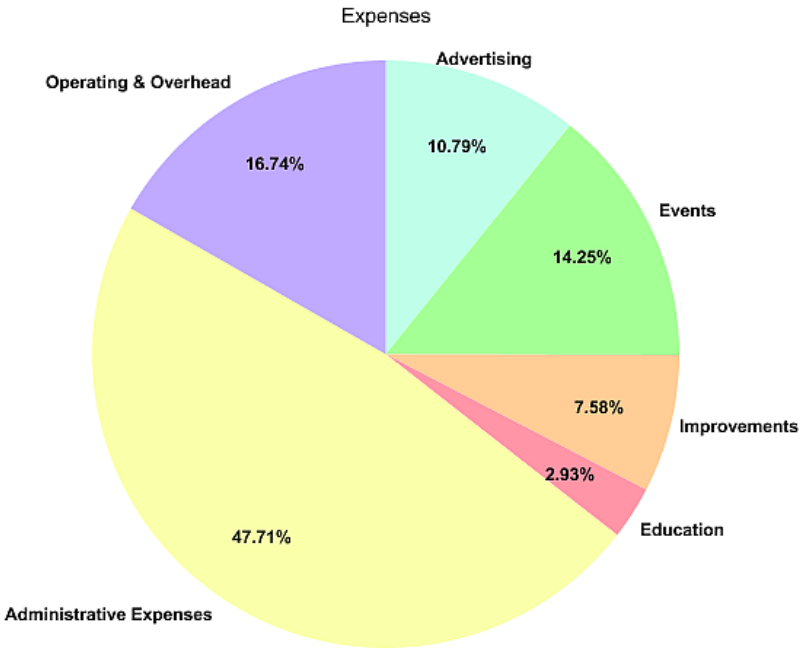
THE HOMETOWN HOLIDAY HORSE PARADE WAS VOTED BEST PARADE IN OHIO BY THE READERS OF OHIO MAGAZINE IN 2015!

2015 INCOME & EXPENSES

While the city provides approximately 25% of our operating budget, we also count on donations from businesses and residents to carry out all of the improvements and events in downtown Greenville. **Community support is crucial as we continue to work to make Greenville the best place to live, work, play, and visit!**

Thank you to all of our supporters. Your contribution is making a difference!





PROMOTIONS COMMITTEE

GOAL: TO MAINTAIN AND ENHANCE THE IMAGE, AWARENESS AND USAGE OF DOWNTOWN GREENVILLE AS A VIBRANT HUB OF ACTIVITY – WHERE PEOPLE LIVE, WORK, DINE, SHOP AND PLAY AND TO CREATE A STRONG AND POSITIVE IMAGE OF DOWNTOWN.

First Friday Events -
Main Street Greenville organizes 10 events on the First Friday of March - December. Each event is different and encourages downtown nightlife, increased foot traffic, and additional sales to our downtown businesses. In addition, they provide a fun evening for local residents and visitors to enjoy. In 2015, our attendance for First Friday events has reached an estimated 8,500+ individuals.

Downtown Greenville Destination Map - Created and printed a new and improved map of downtown walk-in businesses for visitors and residents.

Downtown Greenville Farmers' Market - A 20-week farmers' market (from June - October), to encourage local entrepreneurship, provide additional shopping opportunities, and increase foot traffic downtown Greenville.

Beggars' Night - We create a safe and fun environment downtown for children to trick-or-treat during the evening hours. We were thrilled to partner with the Early Bird for this event, they volunteered to continue the Lions Club Halloween Parade in 2015 to continue the community tradition!

Lunch on the Lawn Series -
A partnership with the Greenville Public Library. Three events, one in June, July, and August. The lunch is provided by a downtown business and the music is provided by the Greenville Public Library. The events are held on the library lawn. An estimated 700+ people were in attendance this year.

Annie Oakley Sidewalk Sales - A tradition that continues to be one of the best weekends for sales in downtown Greenville. Takes place the last weekend in July, in conjunction with the Annie Oakley Festival and The Gathering at Garst.

A Day of Harvest - A promotional event created for individuals to enjoy downtown Greenville during the fall.

Eat on the Street: Food Truck Rallies - After the success of our trial event in 2014, we added 3 food truck rally events to our schedule for 2015. Each event had excellent attendance (500+ each event), with 5 trucks at each rally.

Win the Window Contest - Created to encourage local holiday shopping and increase sales for our downtown businesses. In 2015, we were able to track over $684,000 spent in downtown Greenville during this contest.

Hometown Holiday Horse Parade -
Voted "Best of Ohio" by the readers of Ohio Magazine in 2015! Downtown Greenville's biggest night of the year, bringing an estimated 10,000+ spectators to our downtown district and creating one of the most cherished community events!

Small Business Saturday - Created by American Express to encourage communities to support small businesses during the busiest shopping weekend of the year. Main Street Greenville has registered as a 'Community Champion' for downtown Greenville for the past 3 years. Each year, they plan a full day of fun events and promotions.

Faces of Downtown Greenville Project - The Committee partnered with Alex Warner and Nick Schmidt with Wave Channel 5 to create a series of videos, highlighting downtown business owners. Over 30 videos were created for this project. The videos were used to create summaries of each business for a printed insert in The Early Bird. This booklet was delivered to 28,000 homes in Darke County. They have also printed 500 additional copies to distribute to surrounding communities.

BUSINESS ENHANCEMENT COMMITTEE

GOAL: TO HELP DOWNTOWN BUSINESSES TO BECOME MORE PROFITABLE , COMMUNITY-MINDED, & EDUCATED ON CONSUMER NEEDS. ALSO, TO RECRUIT NEW BUSINESSES FOR A HEALTHY MIX OF RETAIL, RESTAURANTS, AND OFFICES.

Recruitment Packets - Created recruitment packets with statistics and information about the downtown commercial district. These packets include traffic counts, parking information, city and county demographic information, and business mix information. The recruitment packets are available for download on our website. These packets will be printed and used to recruit potential businesses to our community.

New Business Development - Contacted multiple different types of businesses about expansion / relocation to downtown Greenville throughout the year.

Market Research - In 2014, Main Street Greenville collected information from local residents to understand their vision for downtown Greenville. In 2015, the information was uploaded to our website and a page titled "Open Your Business" was created. This page gives information for those who are interested in opening their business in downtown Greenville.

List Available Properties on our Website - To inform others about the opportunities in downtown Greenville. At this time, 7 available properties are listed on our website. Our committee continues to work with local realtors to collect information to keep this list current.

Merchant Meetings - Held bi-monthly, merchant meetings are meant to encourage downtown businesses to brainstorm, problem solve, and explore collaboration ideas with one another.

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ORGANIZATION COMMITTEE

GOAL: MAIN STREET GREENVILLE AND A HOST OF PARTNERS WILL UNITE TO SUPPORT THE VITALITY, GROWTH, AND INVESTMENT IN THE DOWNTOWN AREA. MUST CONTINUE TO GROW THE MAIN STREET PROGRAM THROUGH VOLUNTEER INVOLVEMENT AND FUNDRAISING EFFORTS.

National Accreditation - Received National Accreditation for meeting the commercial district revitalization performance standards set by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. Main Street Greenville is required to submit work plans, statistics, and complete continuing education to be considered for National Accreditation status.

Summer Interns - Two student interns (Kelly Snyder & Brittany Ulman) volunteered their time and talents to the organization during the summer of 2015.

Board Development - Added new board members to the team. We are thrilled with our new members: Phillip Pierri, Susan Fowble, Amy Pelaston, Sean Miller, and Matt Staugler. We trust they will continue to help lead the organization in the right direction.

Heritage Ohio's Walkability / Bikeability Training held in Greenville, Ohio - Heritage Ohio conducted a seminar on Walkability and Bikeability in Greenville on September 2nd. About 50 people traveled from all over Ohio to visit our community for the training.

When we build, let us think we build forever. Let it not be for present delight nor for present use alone. Let it be such work that our descendants will thank us for, and let us think, as we lay stone upon stone, that a time is to come when these stones will be held sacred because our hands have touched them, and that men will say, as they look upon the labor and wrought substance of them, "See! This our fathers did for us."

- John Ruskin (1819 - 1900)

DESIGN COMMITTEE

GOAL: TO EDUCATE OTHERS ABOUT GOOD DESIGN, MOTIVATE OTHERS TO MAKE CHANGES, HELP PLAN DOWNTOWN DEVELOPMENT AND PROVIDE GOOD DESIGN ADVICE.

Adopt-A-Box - Purchase, plant, and care for all of the flowers downtown Greenville. In 2015: Over 50 individuals volunteered and helped us plant all of the flowers on Downtown Planting Day, a group of 26 volunteers helped water the flowers 3 times each week with the help of a van donated by Dave Knapp, and over 30 individuals volunteered to help pull the flowers at the end of the season.

Downtown Clean-Up Crew - Rally together a group of volunteers to help pick-up trash and pull weeds in downtown Greenville two times per month from May-October to keep downtown clean and looking its best.

Upper Floor Tour - Held during the National Historic Preservation Month to showcase and celebrate our beautiful historic buildings, located downtown Greenville. This event is also used to help encourage restoration and development of our building's underutilized upper levels. A fundraising event for our organization, selling over 310 tickets. The event featured the upper levels of 4 historic buildings for ticket holders to explore.

Encourage Upper Floor Apartment Development - connecting potential and interested renters to building owners.

Music Year-Round - We received a $3,500 donation to update the speakers, wiring, and sound system. This update allowed us to play music all year-round in downtown Greenville, not only during the holidays.

Pedestrian Safety Signs for Events - In 2015, our Design Committee designed and funded four pedestrian safety signs. The signs are placed in the intersections located downtown during our events. They were created to remind drivers to take extra care when traveling downtown during our busy events.

Banner Replacement Project - In an effort to raise the final $750 needed for our Banner Replacement Project, we started a Fundly Crowdfunding Campaign. In less than 72 hours, we raised the $750. These banners will feature the Darke County landmark paintings by local high school students and will be hung in the Spring.

MAIN STREET GREENVILLE
421 S. Broadway
Greenville, OH 45331

INSTAGRAM	1,253 followers
FACEBOOK	5,197 likes
E-NEWSLETTER	1,011 subscribers
TWITTER	380 followers
WEBSITE TRAFFIC IN 2015	57,101 page views 29,177 visits

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