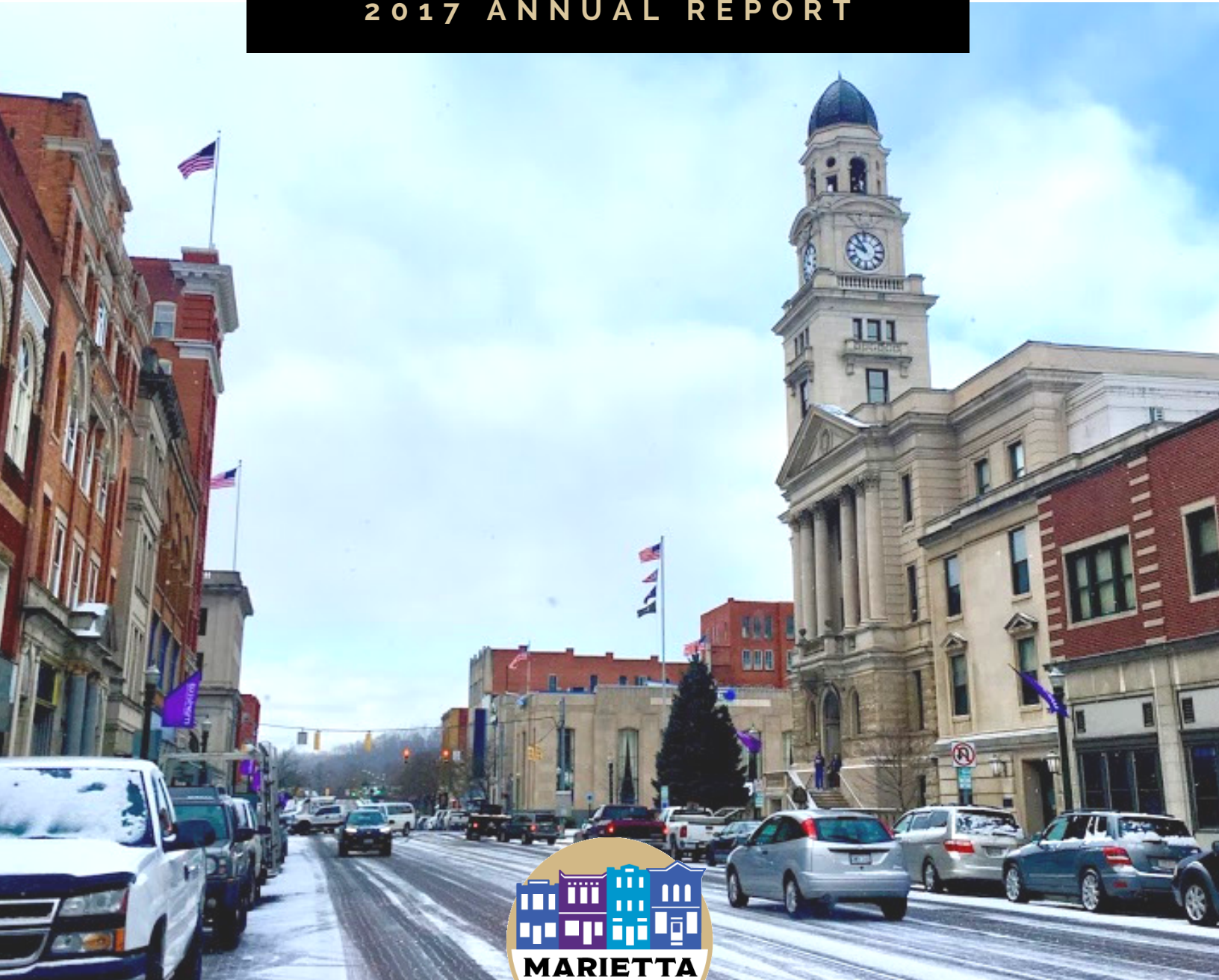


"OUR DOWNTOWN  
HAS A STORY TO TELL."  
(D. CLINE)

# DOWNTOWN

2017 ANNUAL REPORT







## MAIN STREET ON THE RISE

Not many small towns can say they've received national recognition for an original documentary series on Hulu, earned a Best Hometown title by a state magazine, or celebrated a business of the year reigning from their town. Marietta can, though, and in 2017 we did.

Our Board of Directors led our organization in a full adaptation of the Main Street Refresh, reorganizing our committee structure and developing new processes for strategic goal setting.

Initiatives of our public art committee uplifted the creativity and history of our community while our facade improvement grant program enabled local property owners to put some fresh coats of paint on their buildings. Our downtown farmers market saw growth and we experienced a full year of First Fridays. Plus, we rolled out a new logo, an updated website, and a new partnership model.

One step at a time, we are working to strengthen our organization and restore the heart of our favorite place. We couldn't do it without our donors, partners, small businesses, the City of Marietta, or our community of supporters. We thank you, Marietta, for being the reason we rise.

**CRISTIE L. THOMAS | EXECUTIVE DIRECTOR**



# MISSION

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

## 2018 BOARD OF DIRECTORS

President | **Sarah Arnold**, Marietta Community Foundation & Clutch MOV

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

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

**Carrie Ankrom**, Marietta Area Chamber of Commerce

**Debbie Cline**, Twisted Sisters Boutique

**Barb Close**, Huntington Bank

**Aleece Dye**, Peoples Bank

**Tim Glover**, Golf Reservations & Events

**Jonathan Hupp**, City of Marietta

**Courtney Knoch**, The Hippie Shoppe

**Amy McDonald**, Joe Banal Allstate Insurance Agency

**Mary Segrest**, Edward Jones Financial Advisors

**Drew Tanner**, Peoples Bank Theatre

**Kyle Yoho**, The Castle Historic House Museum

## STAFF

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



"MAIN STREET PROVIDES A VEHICLE FOR  
DOWNTOWN BUSINESSES TO CONNECT,  
COOPERATE, AND PROSPER."

(T. GLOVER)



# WE HAVE A HEART FOR ART

## MAIN STREET INVESTED OVER \$6,000 IN PUBLIC ART INITIATIVES

Our Public Art Committee worked diligently in 2017 to keep the momentum high after our first mural installation in November 2016.

The Butler Street series installed in July on the wall of Top Drawer Furniture & Design Studio features three panels: two historic photos of Marietta and a third paying homage to our status as Ohio's first adventure.

These pieces encourage visitors to snap a selfie in front of the murals as a way of "picturing" themselves at a moment in Marietta's history.

In addition to the murals, our Public Art Committee worked with local artist Zachary Orcutt to design, create, and install a Love Lock Tree near the Marietta Harbor.

The Love Lock Tree was dedicated to John and Joann Hefner, thanks to their granddaughter Liv Hefner, as a celebration of love in our historic city.

This interactive sculpture is a place for locals and tourists alike to hang their inscribed locks as a commitment to their love. The more locks hung on the tree, the fuller the tree looks and the more boldly this piece of sculptural art stands.

The Love Lock Tree also serves the practical purpose of reducing locks on the historic Harmar Bridge.

**Special thanks to the Marietta Community Foundation and Signality Signs & Graphics for their support of our public art initiatives.**







# WE BUILD UP MARIETTA

## FACADE IMPROVEMENT GRANT REWARDED QUALITY DESIGN & CARE

Throughout 2016, our Design Committee explored ways to support downtown property owners in their desires to maintain historic buildings with care in our commercial district.

The outcome of this exploration led to Build Up Marietta, a facade improvement grant program that launched in July of 2017. Thanks to the support of the Marietta Community Foundation and 22 donors, our Build Up Marietta jury rewarded \$6,000 to four different property owners downtown, leveraging a total investment of \$27,000 in property care.

Across 14 applications, we received a total request for \$38,558 which, if able to be fully funded, would have leveraged a total of \$85,293 in property care downtown.

### 180 Front Street (\$1,475 awarded)

Vinyl Sign and Mural Installation

### 106 Putnam Street (\$1,525 awarded)

Awning, Paint, and Brick Repair

### 105 Putnam Street (\$1,500 awarded)

Brick Repair, Window Restoration, and Paint

### 119 Second Street (\$1,500 awarded)

Signage and Lighting

### NUMBER OF APPLICATIONS BY PROJECT TYPE

Awning and Lighting	9
Brick Repair	5
Labor and Cleaning	6
Paint	6
Signage	5
Window Restoration	3



# SOCIAL MEDIA

**8,295**

FACEBOOK

+2,120 likes

**2,715**

INSTAGRAM

+ 786 followers

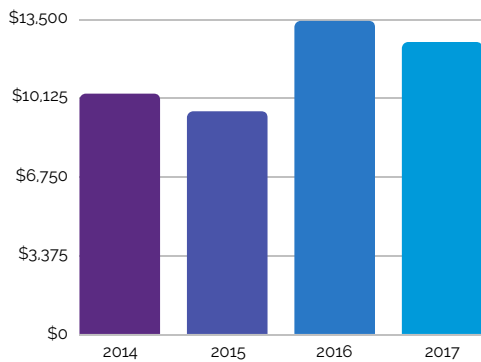
**19,032**

WEB TRAFFIC

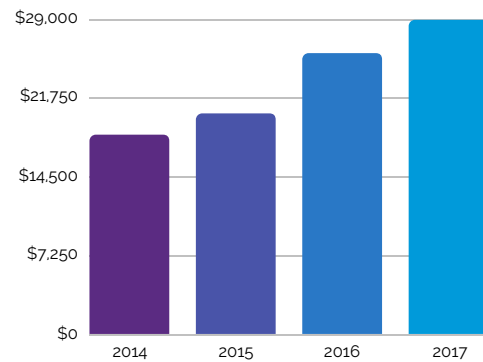
+ 68.9% in unique visitors

# YEAR TO YEAR REVIEW

**PARTNERSHIP INCOME**



**PROGRAM INCOME**



# FINANCIAL STATUS



## 2017 REVENUE

Partnerships	\$12,495
Individual Donations	\$8,828
Grants	\$21,540
Merchandise	\$4,770
Events & Programs	\$59,059
<b>TOTAL</b>	<b>\$106,692</b>



## 2017 EXPENSES

Memberships	\$7,721
Operations	\$62,857
Advertising & PR	\$5,707
Events & Programs	\$24,269
Beautification	\$13,395
<b>TOTAL</b>	<b>\$113,949</b>



# A YEAR WITH MAIN STREET

## JANUARY

Kicked off First Fridays  
Welcomed Small Business Revolution to Marietta

## FEBRUARY

Hosted first Downtown Celebration  
Received National Accreditation

## MARCH

Developed Mural Gallery Program  
Continued Historic Preservation Series

## APRIL

Held Annual Clean Sweep  
Developed Strategic Plan with Graduate Students

## MAY

Attended National Main Street Conference  
Launched 2nd season of downtown farmers market

## JUNE

Hosted Building Doctor Clinic  
Presented at Heritage Ohio Training in Piqua

## JULY

1st Round of Build Up Marietta awarded  
Celebrated 3 mural installations downtown

## AUGUST

Rivers, Trails, and Ales Festival  
Welcomed MC students at Matriculation

## SEPTEMBER

Installed Love Lock Tree  
Launched Community Meetings

## OCTOBER

2nd Round of of Build Up Marietta awarded  
Presented at Heritage Ohio Conference

## NOVEMBER

Hosted Top Shelf History event  
Announced Hometown Holidays campaign

## DECEMBER

Adopted Transformation Strategy for 2018  
Welcomed three new Board Members

## AWARDS & RECOGNITION



### Top 8 Small Town

The Small Business Revolution



### 2017-2018 Best Hometown

Ohio Magazine



### 2017 Scenic Ohio Award

Scenic Ohio



### Main Street Business of the Year

Marietta Adventure Company  
Heritage Ohio



### Main Street Manager of the Year

Cristie L. Thomas  
Heritage Ohio

## 2017 EVENTS & PROGRAMS

Boost Your Business Workshops  
Build Up Marietta  
Building Doctor Clinic  
Cash Mob Mondays  
Clean Sweep  
Downtown Celebration  
Downtown Trick or Treat  
Farmers Market on Front Street  
Finding Winnie Scavenger Hunt  
First Fridays  
Hidden Places Secret Spaces  
Historic Preservation Series  
Holiday Loft Tours  
Main Street Mardi Crawl  
Merry-etta Christmas Parade  
Mural Gallery Program  
Rivers, Trails, & Ales Festival  
Small Business Saturday  
Sports Celebrity Golf Outing  
Top Shelf History



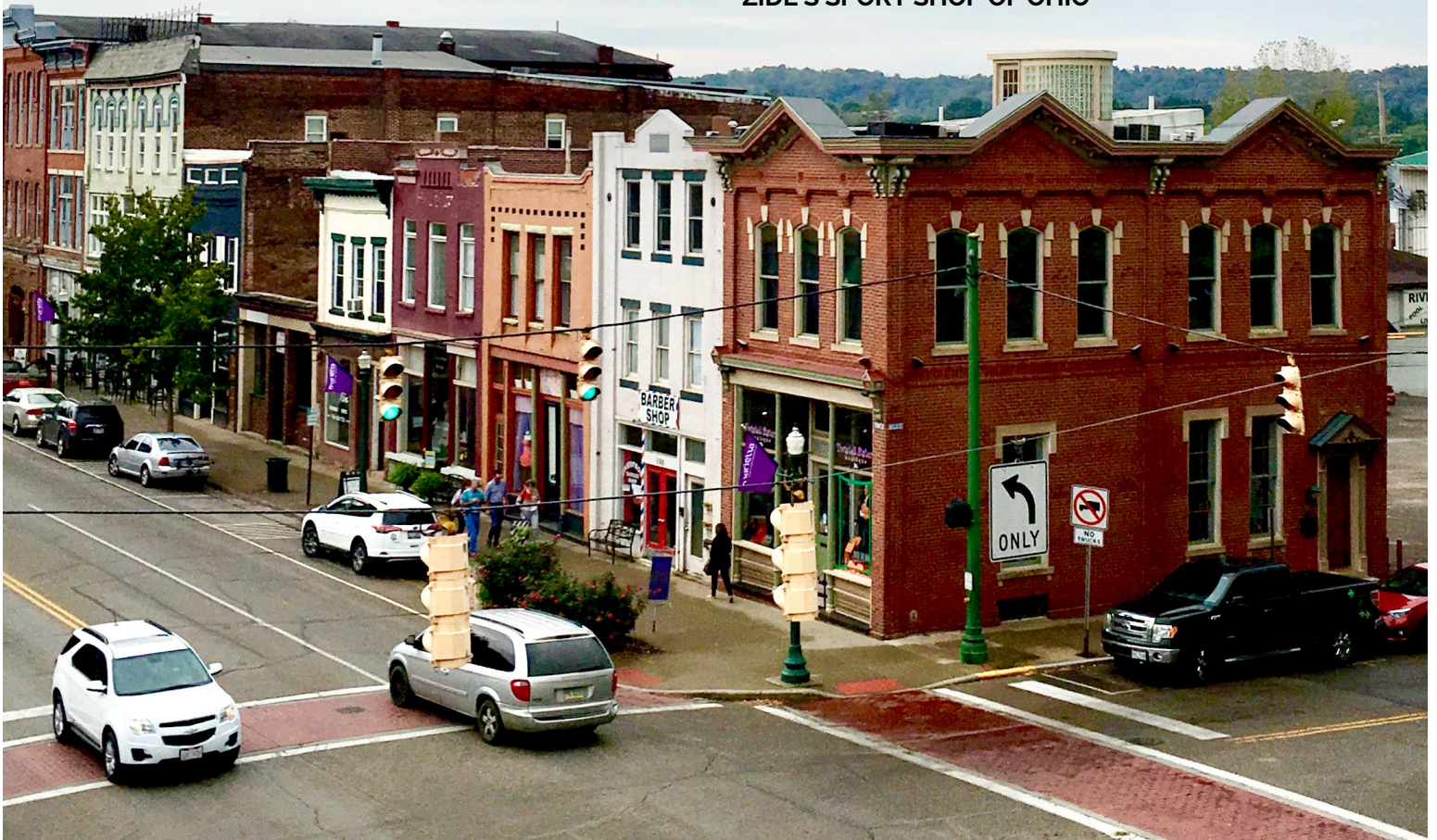
# "MAIN STREET BRINGS PRESERVATION & PROGRESS TOGETHER."

(A. MCDONALD)

AMERICAN FLAGS & POLES  
BARNES & NOBLE AT MARIETTA COLLEGE  
CITY OF MARIETTA  
CLUTCH MOV  
EDWARD JONES  
FAIRFIELD INN & SUITES  
HUNTINGTON BANK  
JEREMIAH'S COFFEE HOUSE  
JUSTAJAR DESIGN + PRESS  
LISK LAWN CARE  
MAHONE TIRE SERVICE INC  
MARIETTA ADVENTURE COMPANY  
MARIETTA AREA CHAMBER OF COMMERCE  
MARIETTA BREWING COMPANY  
MARIETTA COLLEGE  
MARIETTA COMMUNITY FOUNDATION  
MARIETTA HEALTH SYSTEM  
MARIETTA/WASHINGTON COUNTY CVB

MORRISON INC.  
PEOPLES BANK THEATRE  
PICKERING ASSOCIATES  
PLUMBERS & PIPEFITTERS LOCAL UNION #168  
RED ROOF INN  
RIVERSIDE ARTISTS GALLERY  
SCHWENDEMAN AGENCY INC  
THE BETSEY MILLS CLUB  
THE CASTLE  
THE ORIGINAL PIZZA PLACE  
THE WORKINGMAN'S STORE  
TOP DRAWER FURNITURE & DESIGN STUDIO  
TROPICAL OASIS HOOKAH LOUNGE  
TWISTED SISTERS BOUTIQUE  
TWO PEAS IN A POD FLORIST  
WASHINGTON STATE COMMUNITY COLLEGE  
WHIT'S FROZEN CUSTARD  
WIT & WHIMZY  
ZIDE'S SPORT SHOP OF OHIO

OUR 2017 PARTNERS



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[www.mariettamainstreet.org](http://www.mariettamainstreet.org)  
740-885-8194 | [info@mariettamainstreet.org](mailto:info@mariettamainstreet.org)

FIND US ON

