

WELCOME TO THE WAYNESBORO THEATRE

MAINSTREET WAYNESBORO ANNUAL MEETING

APRIL 26, 2023

THANKS TO CURRENT BOARD MEMBERS:

JAMIE BAKER, DOUG BURKHOLDER, BRIAN COOK, ROBERT CORRELL, AMANDA FISHEL, PAUL GUNDER, JARRED KNOTT, NATASHA KOONS, CRAIG MAHRLE, CASEY PHEBUS, JULIE POWELL, ERIN SHANK, ALEXANDRA SIPE AND HOLLY WHEELER.

THANKS TO DEPARTING BOARD MEMBERS **PAUL GUNDER** AND **BRIAN COOK** FOR YOUR MANY YEARS OF DEDICATED SERVICE TO THE ORGANIZATION AND TO THE COMMUNITY

WELCOME TO NEW BOARD MEMBERS:

JOHN FOREMAN, DEBBIE MOHN, NICOLE MILLER

MAINSTREET WAYNESBORO INC.

ANNUAL REPORT FY 2022-23



YEAR IN REVIEW

- The 2022-23 FY for Mainstreet Waynesboro proved to be a challenging, but very promising time in the organization's history.
- This year also saw the beginning of a big year for Main Street. March 4 marked 25 years since our incorporation as we are celebrating that historic occasion with a gala on June 10.
- Mainstreet saw an increase in revenue through donations and fundraisers, while increasing its presence and value in the community.
- Staff also did an admirable job of reducing costs, while maintaining a standard of fun and low-cost programs for people of all ages.





SERVING OUR MISSION

Mainstreet's mission is revitalizing the town's commercial core through events and activities that bring people downtown, while actively recruiting new businesses and supporting current ones.

Mainstreet served its mission well in 2022-23, by hosting or co-hosting nearly 50 events downtown, including 21 Market at the Park events, Market Day, Chocolate Excursion, Downtown Food Stroll, Waynesboro Wizarding Weekend, Downtown Window StoryWalk, concerts, food truck Fridays and holiday activities.

MORE FACES, NEW FACES

- We estimate that Mainstreet events attracted more than 25,000 people during 2022.
- Downtown Waynesboro saw four new businesses open in 2022 after seeing seven new businesses open since the end of 2020. The new businesses opening in 2022 include Allison's Alterations and Creations, For The Love of Dogs, Dawnlight Yoga Studio and Beautifully Designed Beauty Salon.
- A study in January found we have a less than 10 percent vacancy rate in downtown Waynesboro, which is a stellar accomplishment, according to the Pennsylvania Downtown Center.



REVENUE AND EXPENSES

- Revenue held steady during the 2022-23 FY thanks to the continued generosity of donors, and an uptick in sponsorships and attendance at events.
- This allowed us to add value to our businesses and the community by increasing activities and information. In other words, we added a very successful Wedding Expo this year that attracted hundreds of brides-to-be and their friends and family.
- Our partnerships increased this past year as we continue to look for more ways to connect people with our downtown, while discovering new revenue streams.



ACCOMPLISHMENTS

- 1. We coordinated and oversaw the installation of Waynesboro's second public art mural. Two mural smaller murals will be hung in 2023.
- 2. Moved closer to the construction phase at 21 E. Main St.
- 3. Expanded our ad-supported email newsletter to more than 300 subscribers
- 4. Continued to be a valuable resource and promoter of our downtown businesses.
- 5. Hosted dozens of events that brought tens thousands of people downtown.
- 6. Produced several brochures to promote shopping, dining and visiting downtown Waynesboro.
- 7. Continued to work with our amazing partners like the Borough of Waynesboro, the Greater Waynesboro Chamber of Commerce, Franklin County Commissioners, Franklin County Area Development Corp., Waynesboro Industrial Development Corp., Washington Township, the state Department of Community and Economic Development, and nonprofits like the Arts Alliance of Greater Waynesboro, the Waynesboro Community Theatre Project and the Antietam Humane Society to name a few.



21 E. MAIN ST. PROJECT

- The **plan remains** to host a restaurant in the front of the building with beer and brick oven pizza on the menu. Mainstreet will then move its office into the rear of the building and host a small downtown welcome center.
- Mainstreet has raised more than \$1.2 M in grants, donations and pledges for the renovation and redevelopment of the building next to Main Street Park.
- A capital campaign will be announced at our 25th anniversary gala on June 10 at The Counting House.



- We are currently finalizing arrangements with tenants, updating final drawings, and planning for construction to begin soon. Waynesboro Construction has been selected as the general contractor.
- Our hope is that the construction phase of the building will be complete by the end of the year.
- 21 E. Main St. continues to be our path to revitalization of this once-blighted building as well as organizational sustainability.

'FIXING OUR FRONT DOORS'

- Mainstreet Waynesboro also helped improve the facades of 12 different properties through 15 façade grants awarded over the past three years.
- These improvements ranged from small signs for new businesses to major façade renovations.
- The \$50,000 grant resulted in more than \$146,474 in improvements for downtown Waynesboro



BEFORE



AFTER

MORE IMPORTANT FAÇADE IMPROVEMENTS



BEFORE



AFTER



WAYNE BUILDING AFTER 32 WINDOW FRAMES WERE CLEANED, SCRAPED AND PAINTED

THE RIGHT EVENTS MATTER



WE FOCUSED ON EVENTS THAT
BRING TENS OF THOUSANDS OF
PEOPLE TO DOWNTOWN
WAYNESBORO



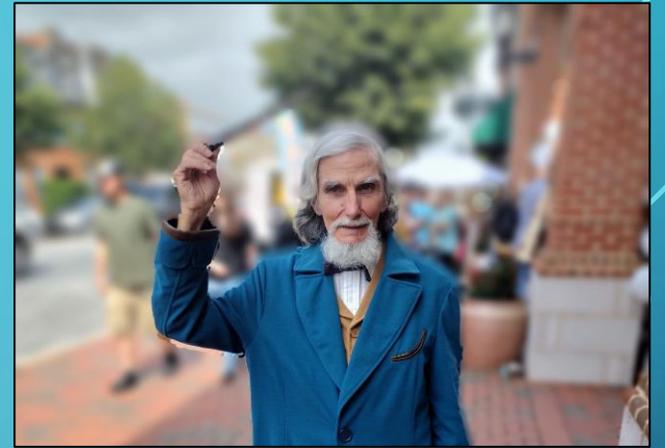
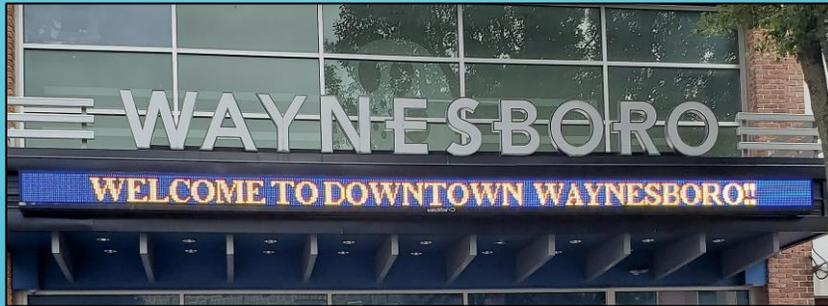
MARKET AT THE PARK



- Our weekly farmers market at Main Street Park attracted more than 10,000 people to downtown Waynesboro in 2022. We appreciate the support from our volunteers and sponsors as well as the Borough of Waynesboro.
- Market at the Park is a weekly hub of food, music, friends and fun in downtown Waynesboro.
- The sixth year of Market at the Park starts May 27 at 8:30 a.m.

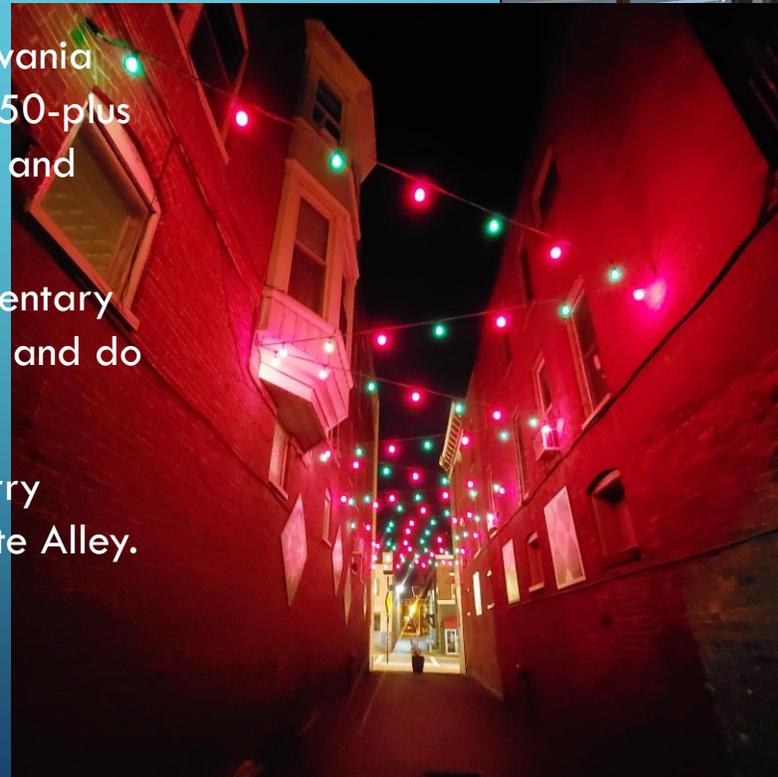
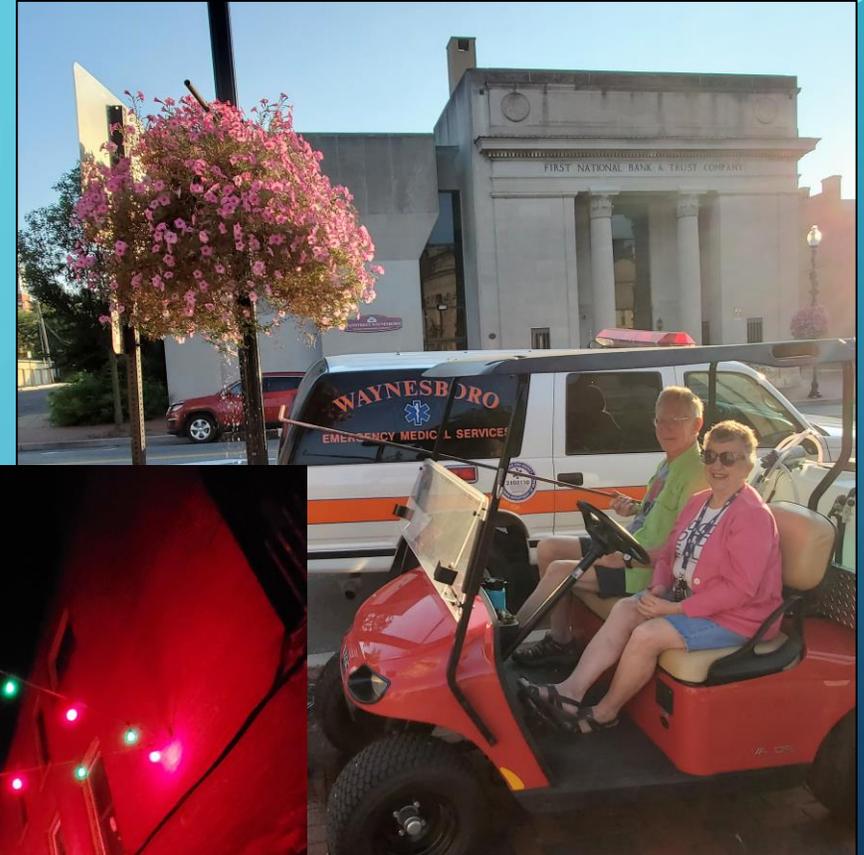
REMAINING SOCIAL!

- We have nearly 13,000 followers on Facebook and more than 2,150 followers on Instagram
- We produced more than 30 video reels since November highlighting downtown businesses
- We continue to market and share the BoroEats concept in traditional and social media



CLEAN AND GREEN MATTERS

- Mainstreet Waynesboro took over running the Flower Patrol, increased our volunteer numbers, added large stationary planters, and continued to supply doggie bags for the 5 doggie depots stationed around downtown.
- We also coordinated an official Keep Pennsylvania Beautiful litter pickup in March that attracted 50-plus volunteers and dignitaries from PennDOT, DEP and local officials.
- We also worked with students from local elementary schools to clean up the areas near their school and do weeding and trash pickup downtown.
- We maintain the lights and trash in the Mulberry Avenue walkways the award-winning Chocolate Alley.



GREAT TEAMWORK ...



... MAKES THE DREAM WORK IN DOWNTOWN WAYNESBORO



WHAT'S NEXT

- 1. Bring our 21 E. Main St. project to the finish line
- 2. Continue to seek new partners and build relationships
- 3. Work with the Borough and other partners to make downtown Waynesboro safer and more pedestrian and visitor friendly
- 4. Passionately embrace our downtown assets and share them with the world
- 5. Aggressively recruit new businesses for our few remaining vacancies
- 6. Continue to share Main Street Park as a community hub
- 7. Focus on events and activities that benefit our businesses as well as Mainstreet