

MAIN STREET MARYSVILLE ANNUAL REPORT

2024



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ABOUT MAIN STREET MARYSVILLE

PURPOSE

To stimulate uptown economic development in Marysville through promotion, design, and economic vitality; and to receive, administer, and distribute funds in connection with any activities related to the above purposes.

MISSION

To champion revitalization by preserving, enhancing, and promoting Marysville's Uptown District to create a sustainable and vibrant community.

BOARD OF TRUSTEES

Seat	Name	Business/ Organization	Position
1	Jermaine Ferguson	Resident/ MEVSD	Chair
2	Jessica Estep	Memorial Health	Vice-Chair & Organization Committee Chair
3	Liz Martin	Performance Columbus Dealerships	Secretary & Promotions Committee Chair
4	Lesley Verbus	Linear 1 Technologies	Treasurer & Economic Vitality
5	Ryan Bowie	Avalon Theatre	Promotions Committee Member
6	Ashley Gaver	City Planner	Design Committee Chair
7	Jon Jindra	Richwood Bank	Economic Vitality Committee Chair
8	Nieca Nowels	Marysville Library	Promotions Committee Member
9	Kelsey Takitch	Iron Threads	Promotions Committee Member
10	Melissa Wilkinson	Moriroku	Promotions Committee Member
11	Michael Willis	Memorial Health	Economic Vitality Committee
12	Open		
13	Open		



COMMITTEE SUMMARIES

- Design – Focuses on improving the appearance of the uptown.
- Economic Vitality – Directs efforts to strengthen & expand the economic base of the uptown.
- Organization – Responsible for maintaining organizational structure, policy, and encouraging cooperation & building leadership in the business community.
- Promotion – Strives to create a positive image for uptown as an exciting place to live, shop, and invest.

PROGRAM HIGHLIGHTS



STRATEGIC HIGHLIGHTS

- Establishment of Uptown Business Owners Meeting
- Launch of Main Street Talks
- Welcoming of new businesses
- Support of uptown investment projects
- Monthly newsletter

FINANCIAL HIGHLIGHTS

- 2024 income summary

OPERATIONAL HIGHLIGHTS

- Artwork for Traffic Boxes
- Spring Scavenger Hunt
- Uptown Clean-up
- FestiFair
- Small Business Saturday
- Scaryville
- Christmas Walk

MISSION STATEMENT

To champion revitalization by preserving, enhancing, and promoting Marysville's Uptown District to create a sustainable and vibrant community.

LOOKING AHEAD

MSM is working to cultivate a strong working relationship with the building owners of Uptown Marysville. The goal is to establish an understanding of the symbolic relationship that exists between building owners and their tenants.

STRATEGIC INITIATIVES

ESTABLISHMENT OF UPTOWN BUSINESS OWNER MEETINGS

Created to connect MSM with Uptown business owners to engage in a collective effort to improve and continue to drive Marysville Uptown district foot traffic.

- Provides business owners with advanced notice of the many on-going MSM initiatives meant to increase community engagement in the Uptown.
- Open forum discussions to allow business owner feedback and participation in events and initiatives.
- Meetings are hosted on a quarterly basis.

LAUNCH OF MAIN STREET TALKS

An educational speaker series meant to provide local business and building owners with the information needed to be successful in the Uptown district.

Topics:

City of Marysville:

- Community Reinvestment Area Program
- Tax incentives and available grants

SBA Resource Partners for small businesses:

- SBA 7(a)
- 504 plans
- Microloans
- Other SBA resources

Small Nation Guest Speaker:

- Small towns, small businesses and small business investors take control of their local community and turn it into a thriving, tourist destination.



WELCOMING OF NEW BUSINESSES

Created a Main Street Marysville Welcome Packet for new businesses aimed at easing their transition into the Uptown.

Includes:

- Local business regulations and permitting process
- Zoning and signage guidelines
- Details about local marketing initiatives and promotional opportunities
- Information on available grants or financial assistance programs
- A directory of other Uptown businesses and community organizations
- Opportunities to participate in local festivals or events
- Information on local volunteer initiatives

SUPPORT OF UPTOWN INVESTMENT PROJECTS

- Provided public support and backing for Connect Real Estate's redevelop of 17 acres just outside of Uptown Marysville. This project will give new life to the long vacant water treatment plant, scrap yard and grain silos.
- Attended and posted on MSM's social media platforms the grand openings of local businesses.

MONTHLY NEWSLETTER

Established to inform local business and building owners about the on-going MSM initiatives. The goal is to establish teamwork and build rapport between the groups.

FINANCIAL REPORT

This sophomore year for MSM was used to set financial goals, better understand revenue and expense sources, and develop initial steps towards financial stability.

Financial summary: Year to date October 2024

	Revenue	Budget	YTD October	Amount Remaining
	Sponsorship	10,000	-	10,000
	FestiFair Merchant Fees	13,000	-	13,000
	City Contribution	2,000	-	2,000
	CIC Contribution	2,000	1,125	875
	Board Contributions	2,550	1,250	1,300
	Donations	7,450	1,978	5,472
	Grants	10,000	500	9,500
Total Income		\$47,000.00	\$4,853.06	\$42,146.94
Expenses				
	FestiFair	\$6,000.00	\$0.00	\$6,000.00
	Scarysville	\$2,000.00	\$1,110.10	\$889.90
	Christmas Walk	\$4,000.00	\$10.00	\$3,990.00
	Small Business Saturday	\$2,000.00	\$0.00	\$2,000.00
	Other Events	\$2,000.00	\$0.00	\$2,000.00
	Merchandise	\$5,000.00	\$0.00	\$5,000.00
	Beautification	\$2,000.00	\$0.00	\$2,000.00
	Marketing/Promotions	\$5,000.00	\$0.00	\$5,000.00
	Speakers Series	\$1,000.00	\$1,149.31	(\$149.31)
	Member Grants	\$5,000.00	\$0.00	\$5,000.00
	Legal/Professional	\$2,000.00	\$0.00	\$2,000.00
	Memberships and Dues	\$2,250.00	\$2,250.00	\$0.00
	Insurance	\$3,000.00	\$0.00	\$3,000.00
	Administrative	\$5,750.00	\$6.95	\$5,743.05
Total Expenses		\$47,000.00	\$4,526.36	\$42,473.64
Net Profit		\$0.00	\$326.70	

OPERATIONAL INITIATIVES

ARTWORK FOR TRAFFIC BOXES

- A project that adds wrap art, created by local artists, to public equipment that is often considered to be unaesthetically pleasing.
- The wrapped boxes are intended to enhance neighborhood identity, turn ordinary spaces into creative landmarks, and promote community dialogue.

SPRING SCAVENGER HUNT

- Create awareness of Uptown Marysville's shops and restaurants.
- Established to drive foot traffic and revenue during the spring months to the businesses of Uptown Marysville.
- A fun, interactive event where participants visit various Uptown vendors to complete tasks or locate clues to win prizes.



**UPTOWN
CLEAN UP**

- * Held on a quarterly basis on Saturday mornings, during nice weather months. Supplies, including gloves and trash bags, are provided.
- * Volunteers and community members come together to pick up trash and socialize.
- * The event is a way to give back to the community and make an impact on the environment.

OPERATIONAL INITIATIVES



FESTIFAIR

- Arts & Crafts Festival that creates awareness for Uptown Marysville, supports Uptown businesses, and drives revenue to Main Street Marysville.
- Transitioned event under MSM leadership



* First time in event history, FestiFair had a presenting sponsor. A big THANK YOU to Honda Marysville Motorsports.

* First time recipient of Ohio Arts Council grant that allowed for street performance funding.

**FESTIFAIR 2024
ACCOMPLISHMENTS**

Attendance:
12,200
16% increase

Vendor Participation:
246
45% increase

OPERATIONAL INITIATIVES



- Family friendly event that features dozens of candy booth vendors, the first annual costume contest, vendor window contest, pumpkin painting, and more!
- The event brings awareness of Uptown businesses, increased foot traffic and revenue potential to the businesses of Uptown Marysville.
- Increase in attendance by 61% for a total of 2,700.

Moment of recognition: Union County Foundation provided a \$1,000 grant that was dispersed evenly between organizations that requested to receive the first ever Candy Grant. This grant was put in place to assist businesses in their purchase of candy in support of Scarysville.

OPERATIONAL INITIATIVES



SMALL BUSINESS SATURDAY

- Family friendly event to kick-off the holiday shopping season.
- Event participation is meant to drive foot traffic, boost revenue, build customer loyalty, and provide promotional support to the Uptown business district.

CHRISTMAS WALK & TREE LIGHTING

- Family friendly event that brings the holiday spirit to Uptown Marysville.
- Event to drive foot traffic and revenue potential to Uptown businesses.

Returning for 2024:

- Musical performances and dance troupes at Partners Park
- Costumed characters and horse-drawn carriage rides
- Visit with Santa
- Lighting of the Community Christmas Tree at Partners Park
- Uptown merchants, restaurants, and businesses offering food, drinks, and discounts

MSM additions:

- Street closures for the event
- Polar Bear Play Zone
- Community Ornament Painting
- Christkindl Market
- Holly's Jolly Scavenger Hunt



2025 GOALS & PRIORITIES

The biggest goal for MSM is to become a self-sustaining, certified Main Street organization with the Heritage Ohio program. A major qualifier for certification requires the employment of an executive director to lead main street operations. While the Board of Trustees understands that the MSM program remains a few years out from accomplishing this goal, the program enters its third year with a drive to complete the following objectives to better position the program for continued growth and financial sustainability...

- Increase MSM exposure
- Establish secure funding sources
- Enhance program volunteerism
- Engage building owners
- Establish uptown business buy-in and participation

