



MAIN STREET MORGANTOWN 2020-21 ANNUAL REPORT

COMMUNITY REINVESTMENT STATISTICS

- **\$18 Million Invested** into Historic Downtown Morgantown Properties
- 2020: **3 New Businesses** (Zeke's Breakfast & Bakes, Charmed Salon, Free Spirit Fibers)
- 2021: **12 New Businesses** (Morgantown Art Bar, Bear Wood Company, Wild Side Smoke Shop, Goodbye Horses Tattoo, Lin San Soulfood, Gallery 304, My Barber Chad, Von Blaze, Novel Keys, Modern Throwback, Classic Kickz, Imani Beauty Supply)
- **1,200 volunteer hours** (≈\$34,000)

WHAT IS MAIN STREET MORGANTOWN?

Main Street Morgantown, a tax-exempt non-profit organization, is dedicated to the betterment of the Downtown and Wharf Districts through thoughtful revitalization. Started in 1984 by the Merchant's Association, we became an accredited Main Street organization in 1994.

To this end, our focus is:

- a **safe and welcoming** physical design in the district,
- active **recruitment, retention and promotion** of our district,
- **preservation** of local history through architecture and design,
- **partnering with local stakeholders**, both public and private to achieve a vibrant and successful business community.

ECONOMIC VITALITY COMMITTEE

- **Marketing Study:** At a Glance 2021 Top Prospect Survey Results
- **Held 3 Economic Vitality Forums:** gave business owners and the community an opportunity to voice their visions for the future of downtown.



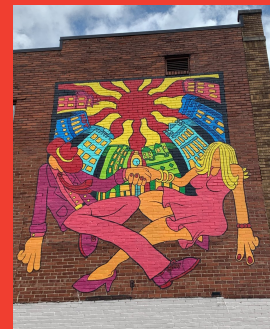
PROMOTION COMMITTEE

- **Promoted:** 9 Arts Walks, 4 High-Street Cruise-Ins, Hops on the Mon, International Street Festival, Haunted Tours, Small Business Saturday
- **Updated** kiosks.
- Began highlighting downtown business through our '**Meet the Owner**' social media posts.



DESIGN COMMITTEE

- Murals Program: Commissioned **9 Public Art Installations** on buildings and electrical boxes throughout downtown.
- **Façade Improvement Program**
- Created a **master plan** for the Mural Program & **collaborated** with WVU's Architect Class for downtown design drawing.
- **Working with the City** on Pocket Parks and Dining Pedlets.



ORGANIZATION COMMITTEE

- Developed a **Supporter Membership Application Packet**
- Created a '**How to Start a Business**' Packet
- Widespread **Community Support**

A SPECIAL THANKS TO THE CITY OF MORGANTOWN, COUNTY COMMISSION, AND WEST VIRGINIA UNIVERSITY