

01 Public Relations

- 01 - CLARIFIED POSITION IN COMMUNITY
- 02 - DIVERSIFIED / INCREASED REVENUE
- 03 - INCREASED COMMUNITY BUY-IN
- 04 - RECRUITED VOLUNTEER WORKFORCE
- 05 - DEVELOPED EVENTS STRATEGY
- 06 - PROMOTED TOURISM
- 07 - IMPROVED PROGRAM TRANSPARENCY
- 08 - FOSTERED SHARED GOALS BETWEEN ORGANIZATIONS

02 Partnerships

- 01 - ACS ARTS COUNCIL
- 02 - CHAMBER OF COMMERCE
- 03 - CARE VILLAGE
- 04 - BE THE CHANGE BAGS
- 05 - CITY OF SCOTTSVILLE
- 06 - ALLEN COUNTY
- 07 - ALLEN COUNTY SCHOOLS
- 08 - FARMERS MARKET

03 First Fridays

MAY-DECEMBER

- 01 - INCREASED FOOT TRAFFIC DOWNTOWN (THOUSANDS OF NEW VISITORS!)
- 02 - INCREASED REVENUE FOR LOCAL BUSINESSES ("OUR BEST SALES IN 20 YEARS!" -LOCAL MERCHANT)
- 03 - MARKETED DISTRICT ASSETS (FOOD, SHOPPING, LOCAL ENTERTAINMENT)
- 04 - FOSTERED COMMUNITY ENGAGEMENT
- 05 - POSITIONED DISTRICT AS CENTER OF CULTURAL ACTIVITY

04 Business Retention

- 01 - WELCOMED 6 NEW BUSINESSES (COURT & CHERRY, MCKINNEY LAW, WELLNESS CENTER, LITTLE DOLLIE'S, THE LOFT AIR B&B, CONNECTIONS CHURCH)
- 02 - CELEBRATED 4 BUSINESS EXPANSIONS (SCOTTSVILLE COUNSELING CENTER, OLIVER CREATIVE, JIMMY'S FURNITURE, & UNCLE JED'S)
- 03 - 12 FULL-TIME JOBS CREATED
- 04 - NO BUSINESS FAILURES (2 BUSINESSES OUTGREW OUR DISTRICT!)

- 01 - PARTNERED WITH CITY, COUNTY, AND STATE TO IMPROVE CODE ENFORCEMENT AND PUBLIC SAFETY STANDARDS
- 02 - PARTNERED WITH PRIVATE INVESTOR TO INSTALL SECURITY FENCING AT POCKET PARK
- 03 - DEVELOPED STRATEGY FOR CONTINUED GROWTH WITHIN DISTRICT

05 Public Safety

- 01 - HOSTED SUCCESSFUL COMMUNITY FORUMS TO GATHER FEEDBACK & PLAN FOR THE FUTURE
- 02 - LOGGED 400+ VOLUNTEER HOURS (INCLUDING EVENTS, COMMITTEES, INTERNS)
- 03 - BROAD COMMUNITY INVOLVEMENT IN EVENTS (VENDORS, ENTERTAINMENT, VISITORS)
- 04 - SUCCESSFUL WINDOW DISPLAY CONTEST
- 05 - COORDINATED PRESS EXPOSURE FOR BUSINESSES ACROSS ALLEN COUNTY

- 01 - 7 FACADE IMPROVEMENT PROJECTS
- 02 - \$320,000 OF PRIVATE INVESTMENT IN REMODELING
- 03 - FIRST AIR B&B IN HISTORIC DISTRICT
- 04 - AVERAGE COMMERCIAL LEASE VALUE +43% PER SF
- 04 - \$839,506 TOTAL REINVESTMENT

06 Reinvestment \$839,506

07 Special Events

- 01 - JACKSONIAN DAY (CITY OF SCOTTSVILLE)
- 02 - SMALL BUSINESS SATURDAY (CHAMBER OF COMMERCE)
- 03 - CHRISTMAS UNDER THE STARS (CITY OF SCOTTSVILLE)
- 04 - PAINT THE TOWN BLUE (ALLEN COUNTY SOCIAL SERVICES)
- 05 - NORRO FEST (ACS ARTS COUNCIL)

08 Community Support

09 Farmers Market

- 01 - INCREASED FOOT TRAFFIC
- 02 - PROVIDED 8 ADDITIONAL MARKET DAYS AT NO COST TO MARKET PARTICIPANTS
- 03 - DEVELOPED PARTNERSHIPS BETWEEN MARKET VENDORS & LOCAL BUSINESSES
- 04 - INCREASED SOCIAL MEDIA & PRESS EXPOSURE
- 05 - EXPANDED DOUBLE DOLLARS PROGRAM

Established

2002

heart OF SCOTTSVILLE

A PROUD PROGRAM OF

