



2024

Annual REPORT

40th Anniversary Year in Review



OUR MISSION

To develop and promote vibrant and prosperous Downtown and Wharf Districts.

To that end, we lead:

- **A safe, welcoming, and attractive district** for businesses, residents, and visitors,
- **Growth and prosperity** for current and prospective businesses within the district,
- **Thoughtful revitalization**, historic preservation, and property investment,
- **Collaborative partnering** among public and private stakeholders to achieve a thriving business community.

OUR VISION

Downtown Morgantown is a welcoming, safe, and vibrant destination where diverse businesses grow and prosper.

Day or night, the district draws people of all ages to gather, shop, and dine. Connecting the Wharf, neighborhoods, river, and University,

Downtown is the heart of our community, as a source of pride, historic character, and an attractive and clean place to live, work, and play.

2024 BOARD MEMBERS

Mark Downs

President, Economic Vitality Chair

Grace Hutchens

Vice President

Jessica McDonald

Treasurer

Steve Bennett

Secretary, Organization Chair

Jacquelyn Fleece

Chase Martin

Evan Hansen

Colleen Lankford

Charles McEwuen

Promotions Chair

Michael Mills

Design Chair

Emily Muzzarelli

Erin Newmeyer

Russ Rogerson

Andrew White

ABOUT US

Established in 1984, Main Street Morgantown is dedicated to the economic vitality of Morgantown's historic commercial core.

As a non-profit (501c3) organization Main Street Morgantown is one of the oldest and most decorated Main Street programs in the state.

We are an affiliate organization of the Morgantown Area Partnership - a coordinated alliance to pursue holistic strategies for the betterment of economic, business, and community development.

OUR STAFF

Main Street Morgantown is managed by Morgantown Area Partnership

Erik A. Carlson

Executive Director
erik@morgantownpartnership.com

Ava Vavrick

Marketing and Communications



INITIATIVES

Showcasing Potential

Morgantown ReStored

The Morgantown ReStored Program reinvigorates our city by creatively activating empty storefronts. The program showcases the potential of empty spaces, encourages curiosity and interest from the community and entrepreneurs, and enlivens underused properties through creativity.



Driving Development

South Downtown Study

In 2024, we collaborated with community partners in a character study of South Downtown. The resulting plan is a roadmap for public officials, property owners, and private interest groups to help navigate future policy-making and public / private development opportunities.

Addressing Perception

Downtown Perception Survey

In November, we partnered with the City of Morgantown to develop and launch the inaugural Downtown Perception Survey. This survey measures the thoughts, feelings, and opinions of locals, guiding our revitalization efforts. The survey saw over 1,100 residents participate from Monongalia County and beyond, including residents, students, and local businesses who want to see downtown thrive!

DOWNTOWN PERCEPTION SURVEY

SHARE YOUR PERSPECTIVE



<https://bit.ly/DowntownPerception2024>

Driving Holiday Shoppers Downtown

For years the holidays have been anchored by our signature **Small Business Saturday** with shoppers' giveaways, a shopper's lounge, and an opportunity to meet Mr. & Mrs Claus.

On December 14th we premiered **Downtown Dash**. Presented by Breezeline, this new shopping event showcased holiday pop-up markets and merchant offerings. Shoppers scoured the district in a scavenger hunt for mascot Dash the Dog for a chance to win prizes.



Did it work? Yes!

Downtown Dash increased foot-traffic, including at least 379 unique store visits by participants.

EVENTS MEAN BUSINESS



A full calendar of over 40 events showcased our community's spirit and drove foot traffic to Downtown.

Event makers brought their ideas Downtown through our **Affiliate Events** program. Well-loved events like Moonlight Market and WV Cupcake & Craft Beer Festival received access to expert marketing, materials and logistical support resulting in a vibrant year downtown.



2024 EVENTS

STREET FESTIVALS & SPECIAL EVENTS

Don Knotts & Met Theatre
100th Anniversary
(City of Morgantown)

Moonlight Market

StoryFest (MPLS)

Handmade Market (MRTC)

WV Cupcake and Craft Beer
Festival

International Street Festival
(WVUOGA)

60th Anniversary Civil Rights Act:
Conversations
(First Presbyterian Church)

PODA Opening

The Great Race

WV Birthday Party

7th Annual
Hops on the Mon

Downtown Trick-or-Treat

Small Business Saturday

Downtown Dash

RECURRING FAVORITES

Arts Walks

First Fridays for the
Arts (ACGM)

High Street
Cruise-Ins

Merchant Mixers

Maker Mixers

Moonlight Market

Ribbon Cuttings

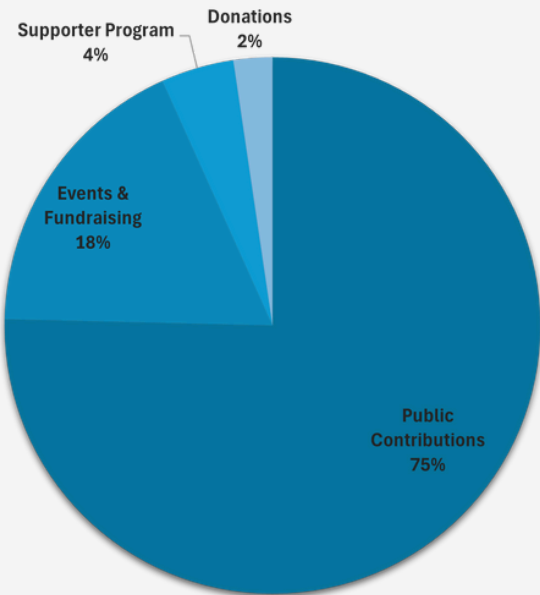
Vintage Walks

Have an event you would like to bring Downtown? Contact cam@morgantownpartnership.com to learn more about how we can help.

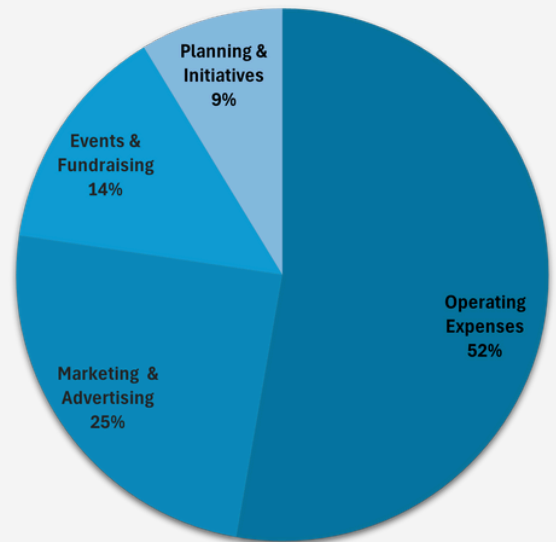


REVENUE & EXPENDITURE

Revenues



Expenditures



2024 REINVESTMENT STATISTICS

As a National Main Street accredited organization we are required to track and report reinvestment within our service area.

| | |
|--|--------------------|
| New Businesses | 14 |
| Total Downtown Private Investment | \$6,292,988 |
| Total Downtown Public Investment* | \$4,329,683 |
| Public Improvement Projects Completed | 4 |
| New or Rehabilitation Projects Completed | 94 |
| Volunteer hours contributed | 480+ |

*Public projects include: Handicap Viewing Areas at Hazel Ruby McQuain Park, Amphitheatre Renovations, City Hall Renovation Project, and Foundry Street Rail Trail Link Project.



THANK YOU TO GRANT FUNDERS

for contributing over \$150,000 to our grant-funded projects.

- City of Morgantown
- Claude Worthington Benedum Foundation
- Comcast Workforce/Digital Divide Program
- First Energy Foundation
- Huntington Community Development Program
- Monongalia County Commission
- National Endowment for the Arts
- Truist West Virginia Foundation
- Visit Mountaineer Country CVB
- WV Commission on the Arts
- WV Department of Arts, Culture, and History
- Your Community Foundation

Our work made possible thanks to supporters like you