

# 2025

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# Annual REPORT

## Year in Review



# 2nd most visited

## retail center in Monongalia County



### DID YOU KNOW?

Downtown saw 5.3 million visits in 2025. Our work centers Downtown as the destination of choice for business and community.

### WHAT 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.

### THANK YOU PARTNERS & FUNDERS

for contributing to our initiatives.

- City of Morgantown
- Fairmont State Foundation
- First Energy Foundation
- Monongalia County Commission
- West Virginia University
- Your Community Foundation

### OUR MISSION

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

### 2025 BOARD MEMBERS

**Andrew White, President**

**Charlie McEwuen,  
Vice President**

**Steve Bennett,  
Secretary**

**Jessica McDonald,  
Treasurer**

**Jacquelyn Fleece**

**Clinton Kinder**

**Ray Glymph**

**Colleen Lankford**

**L.J. Giuliani**

**Pam Mayo**

**Evan Hansen**

**Emily Muzzarelli**

**Dan Kimble**

**Kelly Palmer**

**Carissa Herman**

**Russ Rogerson**

### OUR STAFF

Main Street Morgantown is managed by  
Morgantown Area Partnership

**Russ Rogerson, Executive Director**  
russ@morgantownpartnership.com

**Cam Allen, Manager**  
cam@morgantownpartnership.com

**Ava Vavrick,  
Marketing and Communications**  
ava@morgantownpartnership.com



# INITIATIVES



## Showcasing Potential

Vacant storefront activation

We coordinated **15 vibrant exhibitions** into empty storefronts, transforming their curb appeal. Partnering with our creative community the storefront activations serve as a catalyst for downtown revitalization. Each exhibit became a featured stop during the monthly First Friday for the Arts downtown art crawl.



## Upskilling Entrepreneurs

Partnering to support creative businesses

**The Retail Lab** at 201 High Street is a premier model for downtown business incubation. The low-risk storefront for local artisans offers hands-on experience for WVU students in fashion, design and merchandising. **The formerly vacant Main Street office has been transformed** as part of \$135,000 in grant investments cultivated by Main Street Morgantown and its partners.

## Investing in Beautification

Gateway & alley revitalization

This summer, we dedicated the 6,500-square-foot **"Wild Thread of High Street" gateway mural** by Joel Dugan, celebrating Decker's Creek's natural ecosystem. Complementing this, a **new Wall Street mural** by WV artist Blake Wheeler begins the transformation of a key pedestrian corridor with the story of Morgantown's history. Together, these initiatives represent a **\$40,000 investment** enhancing downtown connectivity and community pride.



## Driving Holiday Shoppers to Downtown

Positioning Downtown as a Holiday Destination

**Small Business Saturday** hosted shoppers' giveaways, a shopper's lounge, and an opportunity to meet Mr. & Mrs Claus. The **2<sup>nd</sup> Annual Downtown Dash** presented by Breezeline, featured 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 offered by 17 Downtown merchants.



**Did it work? Yes!**

**Downtown Dash** increased foot-traffic, including at least 368 unique store visits by participants.

# EVENTS POWERED BY PEOPLE

A full calendar of 108 events showcased our community's spirit and drove foot traffic to Downtown, from Arts Walks to Cruise-Ins. 14 event-makers brought their ideas Downtown through our Affiliate Events program. We bolstered well-loved events like Farmers Market and Moonlight Market, while new events like WV Vintage Fest drove foot-traffic on Sundays. Each event-maker received expert marketing, equipment, and logistical support resulting in a vibrant calendar powered by people.



## SERIES FAVORITES

- Artisan Speaker Series by The Retail Lab
- Arts Walks
- Art Lab Pop-Ups by Arts Council of Greater Morgantown
- First Fridays for the Arts by Arts Council of Greater Morgantown
- High Street Cruise-Ins by Dream Machines Car Club
- Moonlight Market by Chasing Happy
- Morgantown Farmers Market by Farmers and Growers Assn
- WV Vintage Fest by Gallery 304

## FESTIVALS

- Celebration of America by City of Morgantown
- StoryFest by Morgantown Public Library
- Handmade Market by Mon River Rails Conservancy
- WV Cupcake and Craft Beer Festival
- International Street Festival by WVU Office of Global Affairs
- WV Wine & Jazz Festival

## PROMOTING MERCHANTS

- Downtown Trick-or-Treat
- Small Business Saturday
- Downtown Dash
- Merchant Mixers
- Opportunity Tours
- Ribbon Cuttings
- Quilt Walk by Country Roads Quilt Guild

**Have an event you would like to bring Downtown?**  
 Contact [cam@morgantownpartnership.com](mailto:cam@morgantownpartnership.com) to learn more about how we can help.

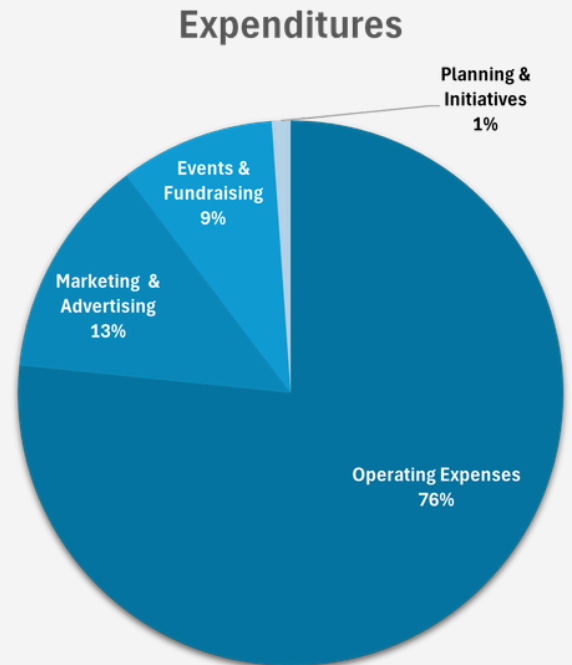
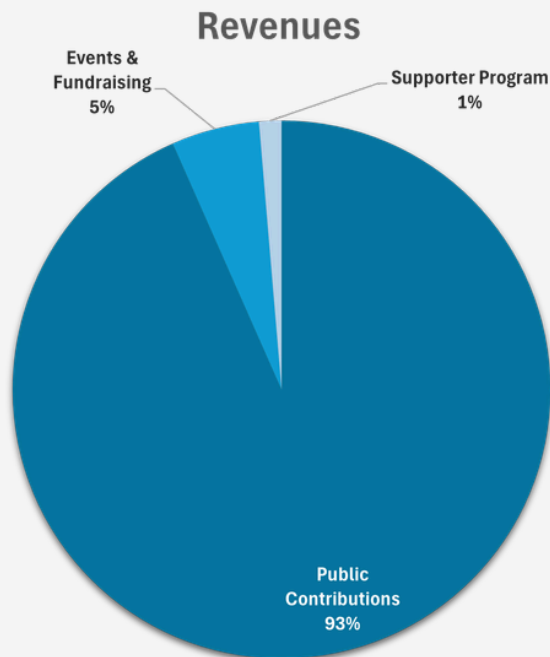


**80% more events**  
 held Downtown compared to previous year





# REVENUE & EXPENDITURE



## 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.



Main Street Morgantown is a National Main Street accredited organization

## OUR FRAMEWORK FOR COMMUNITY TRANSFORMATION

### Design

Projects that make our district distinctive, connected and attractive.

### Economic Vitality

Projects that attract and retain Downtown Businesses.

### Promotion

Projects that position Downtown as the destination of choice.

### Organization

Organizational sustainability through strong administrative foundations and focused programs.

**Our work made possible thanks to supporters like you**

