



2007 Annual Report

A Year of Growth

Main Street Portsmouth (MSP) is a 501c3 seeking to revitalize downtown Portsmouth and historic Boneyfiddle. MSP uses the approach begun by the National Main Street program in 1977.



Preserve. Invest. Empower.

An Ohio Main Street Program

December 2007

Dear Friends,

What a first year! Over the last twelve months, Main Street Portsmouth accomplished a great deal, thanks to volunteers who dedicated hundreds of hours of their time led by a strong board, dynamic committee chairs and our Director, Zoë Richards. The guidelines of the National Main Street Program indicate that the first three years of a program are organization and development years, often with little significant noticeable change. As outgoing president of Main Street Portsmouth Board of Directors, I believe we exceeded those expectations in our first year, 2007!

As with any Main Street Program, our success lies with the volunteers of our four committees: Design, Economic Restructuring, Promotion and Organization. This report contains our accomplishments and reflects the dedicated efforts of our volunteers. On behalf of the Board of Directors, I would like to express a sincere thanks for their efforts.

The Main Street Portsmouth district has nearly 300 retail, wholesale, service and professional businesses. Our goal is to revitalize the downtown. However, there is no magic solution—no “big fix” to the obstacles. Our success depends upon a long term, comprehensive, incremental and coordinated program; a program that must develop and evolve, learning from both successes and failures.

Thanks to all who have invested in our efforts and our volunteers, we had a great year in 2007. However, there is always more to do. If you are not involved, please become involved – and encourage your employees, friends and neighbors to help. The success of the revitalization of Downtown Portsmouth and Historic Boneyfiddle, is dependent upon our mutual efforts. We look forward to a wonderful 2008.

Sincerely yours,

Hilda Drake, Board President



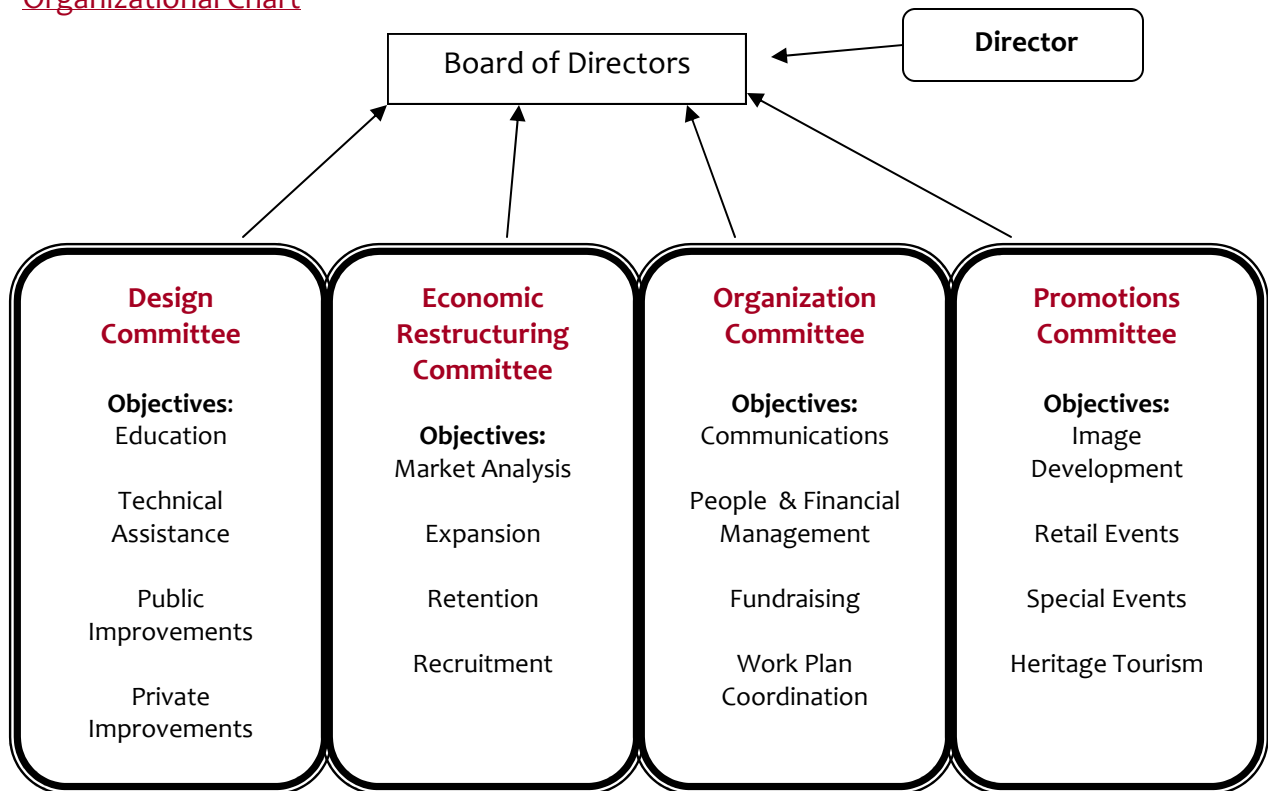
MSP ORGANIZATION

The **mission** of Main Street Portsmouth is to provide services, incentives and collaborative opportunities to promote a healthy economic downtown while preserving our historic integrity.

Our **vision** is to build a healthy and prosperous downtown that reflects the rich history of our past.

The Main Street Four-Point Approach™ is a comprehensive strategy tailored to meet local needs and opportunities. It encompasses work in four distinct areas, also known as the Four Main Points — **Design, Economic Restructuring, Promotion, and Organization** — that are combined to address all of the commercial district's needs. The philosophy and the Eight Guiding Principles behind this methodology make it an effective tool for community-based, grassroots revitalization efforts.

Organizational Chart





MSP DISTRICT MAP

The MSP District includes the area east of the Scioto River to Gay Street and north of the Ohio River to 10th Street.

Market Street





Financial Statement 2007

Revenue	
<u>Events</u> Live at 5 - 500 attendees Tour of Lofts - 300 attendees Garden Market - 283 attendees Ebby Glockner Roast - 148 attendees Quarterly Networking Breakfasts - 400 attendees	\$24,539.23
Contributions	\$44,121.68
Grants	\$6,000.00
Other	\$1,106.97
Total Revenue	\$ 75,767.88
Expenses	
Administration	\$24,515.69
Beautification	\$9,895.72
Dues	\$245.00
Events	\$13,620.71
Insurance	\$4,622.50
Marketing	\$1,861.49
Office	\$6,733.48
Other	\$868.49
Solicitation	\$200.00
Training	\$11,797.02
Total Expenses	\$74,360.10
Net income	\$1,407.78



Main Street Philosophy

Guiding Principles

The success of the Main Street Four-Point Approach is guided by the following eight principles, which set the Main Street methodology apart from other redevelopment strategies. For MSP to be successful, we must whole-heartedly embrace the following time-tested Eight Principles.

- **C**omprehensive. Revitalization is a complex process and cannot be accomplished through a single project.

- **I**ncremental. Start with small projects to create progress and momentum.

- **S**elf-help. Only local leadership can initiate long-term success by fostering and demonstrating community involvement and commitment to the revitalization efforts.



Alexandria Park: The Public/Private Partnership in action

- **P**ublic/Private Partnerships. Both sectors have a vital interest in the economic health and physical stability of the district and must work together.

- **I**dentifying and Capitalizing on Existing Assets. Showcase our uniqueness - distinctive buildings, specialty shops and history.

- **Q**uality. Quality must be emphasized in every aspect of the revitalization program.

- **C**hange. A well-planned program will help shift public perceptions and practices to support and sustain the revitalization process.

- **I**mplementation-Oriented. Frequent, visible changes are a reminder that the revitalization process is under way.



MSP ACHIEVEMENTS

2007 Accomplishments

- New Benches Installed at Alexandria Point Park
- Hanging Baskets on Market Square
- Roy Rogers Esplanade plantings and maintenance
- Avant Garden Luncheon with Steve Frowine
- Coordinated District Spring Clean-up
- Coordinated District holiday decorations with City
- Coordinated all District plantings
- Produced Business Friendly Guide
- Hosted Quarterly Business Networking Breakfasts with over 400 attendees
- Completed Visitors Guide and Walking Map
- 4th Annual Tour of Lofts
- “Live at 5” Shop n Cruise
- 5th Annual Garden Market



MSP Board Members Hilda Drake, Ellen Vetter, Speaker Steven Frowine, and Board member Sue Burke

2008 Plan of Work

- Continue Annual Events: Tour of Lofts, Garden Market, Live at 5
- Develop a Preservation Guide with the Design Review Board
- Partner with the City of Portsmouth to update design guidelines
- Partner with the City of Portsmouth on Streetscape Design
- Establish a new Business Welcoming Committee



The Esplanade in full bloom. Another MSP success.

- Continue beautification efforts
- Holiday Business Open House
- Launch MSP website
- Hire part-time program assistant
- Migrate financial system to Quick Books



Board of Directors 2008

President

Craig DeAtley

Vice President

Hilda Drake

Secretary

Mary Linde

Treasurer

Linda Donaldson

Directors

Elizabeth Blevins

Sue Burke

Kirk Donges

Kathy Fish

Kelly Hatas

Liska Kuhn

Shelley Lewis

Chip Maillet

Tess Midkiff

Margaret Apel Miller

David Todt

Ellen Vetter

Rebecca Wheelersburg

Thanks to our Past Board Members:

Tim Arms, Kim Bauer, Howard Baughman, Gail Chinn, Gennie Craigmiles,
George Crumm, Jennifer Hanlon, Steve Hayes, Brenda Horr,
Paul Johnson, Brooke Miller, Barry Rodbell



MSP PARTNERS

Thanks to all of these wonderful people and businesses for supporting MSP in many different ways. From donations to sponsoring events to providing baked goods, we thank everyone who has partnered with Main Street Portsmouth.

American Savings Bank	Hunter Williams Insurance	Portsmouth Area Ladies Society
Joel Baringer	J. W. Village	Portsmouth - Sc. County Visitors Bureau
Kevin and Barb Bradbury	Asa and Ann Jewett	Scioto County Commissioners
John and Sue Burke	Kevin and Paul Johnson	Scioto Foundation
Robbie Burke	Dorothy Justice-Williams	Shawnee State University
Cartee Land Development	Edna Keffer	Richard and Mamie Snook
Ronald Cartee	James Kricker	Southern Ohio Medical Center
Century 21 Empire Realty	Kroger	Erin Spriggs
City of Portsmouth	Liska Kuhn	Jo Thatcher
Coca Cola	Ron LeMaster	David Todt
Columbus Athenaeum	Life Ambulance	US Bank
Sam and DeLynn Coppoletti	Mary Linde	USEC
John DiTraglia	Scott McBrayer	Vandervorts Ace Hardware
James Donnally	Market Street Café	Bobbie Virginia
Hilda and Roger Drake	Market Street Hardware	WNXT Hometown Radio
Edward Jones	McGovney Ready Mix	WIOI
The Emporium at Portsmouth	Leslie and Lee Morton	WPAY
Kathy Fish	National City Bank	Linda Walker
Franklin Gerlach	Oscos Industries	Dr. Wayne and Sandra Wheeler
Glockner Family Dealerships	Party Connection	Ralph and Julia Wisniewski
Bill Glockner	Pepsi	Luella Wittenmyer
Tim and Monica Glockner	Port City Pub and Café	Ye Old Lantern
Jennifer Hanlon	Portsmouth Area Chamber of Commerce	
John and Barb Hogan		