

2015 Year in Review

Downtown Painesville is a Main Street city and the fastest growing small town between Buffalo and Chicago. We're Ohio's most diverse small town, and our commitment to building a Main Street means we're preserving history and building the future.

Downtown Painesville Organization is part of a national Main Street movement to revitalize historic communities through preservation and economic development initiatives. That's why we say we are Building Futures while Preserving History. As a designated Main Street Downtown Organization, our strategy aligns with a mission established by the National Trust for Historic Preservation.

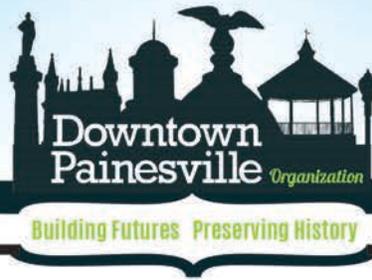
The National Trust for Historic Preservation says that they "are the cause that inspires Americans to save the places where history happened." In 2015, Downtown Painesville Organization was the cause that inspired so many residents, businesses, and community leaders to preserve and build in Downtown Painesville.

Message from the President, Pam Morse

In January 2015, we welcomed a new executive director, David Polakowski, who hit the ground running and has not stopped since. Our events in 2015 were very successful, bringing new partners and residents to the table – sometimes quite literally. Through blossoming partnerships and community involvement, more than 2,852 volunteer hours have been put to use, which translates into \$65,596 given back to the community. With your continued support, as Downtown Painesville Organization launches into its 10-year anniversary, we hope to make our small businesses thrive, increase volunteerism, and make historic Downtown Painesville a great city to live, work and prosper in. Please take a few moments and read our committee chairs' updates for the past year.



Mission: To build a strong future
while preserving our historic past.



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Thank you very much to our many friends and collaborators of the Downtown Painesville Organization. Without your support, we would not be in the position we are in now. Because of your generosity, we have been able to not only meet our expenses, but also create our first “rainy day” reserve fund! Our town has had an increase in new businesses that have helped build on our solid foundation while preserving our historic town. Let 2016 be another great year! Thank you again for supporting the Downtown Painesville Organization.

Sharon Green, Treasurer, Chair Finance Committee

The History Committee found renewed energy in 2015. With the addition of multiple new committee members, we were able to create lasting preservation and historical impact on Downtown Painesville. We repaired and installed two damaged Remarkable Ohio historic markers through the help of the City of Painesville, we obtained an endorsement from the Lake County Historical Society to monitor all of Lake County’s historic building renovations through the Land Bank records, and brought History Cornhole to Art in the Park and the Lake County Fair. We also met with Medina’s Main Street program to discuss preservation strategies, specially targeting homes and economic development. The culmination of our efforts came with the passing of City Council to include “historic” in the Downtown Painesville business district. This now allows our businesses and residents to apply for state and federal preservation tax credits to further build the future while preserving our remarkable past.

Elizabeth Connor, Chair History Committee

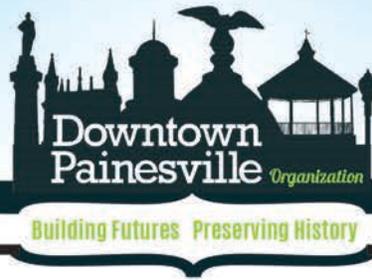
Beautification committee initiated 2 community plantings days in 2015, both Spring and Fall, in which DPO was enthusiastically assisted by community volunteers and students from Painesville City Local Schools. We held two fundraisers to assist with adding needed funds for our downtown beautification projects: the Spring project was the Downtown Daffodil Day sale and the fall project was the Holiday Ornament sale. Thank you to all who supported us in 2015.

Maureen Conway, Chair Beautification Committee

The Business Vitality Committee focused on providing information to prospective businesses on Main Street through personalized meetings and visits of available locations. Our main focus was on the Dollar Bank property, working with an investment LLC that was interested in purchasing the building and in finding a full service restaurant, encouraging the development of a business incubator and also providing rental apartment space in the building. This is an ongoing process. We are also working with an artist collaborative to find suitable space for a gallery and classes, and a building/business owner who is looking for the right type of retail to put in her large space on Main Street. We also are helping a small grocery store owner find suitable land to build a community grocery store. We have worked collaboratively with Lake Erie College to introduce the downtown businesses to new college students through coupons for their “doggie bags” and also lunchtime informational tables in the student center when the College is first in session. The committee is also working with the economic development director to identify small retail business that would be a good fit for our downtown area.

Debra Remington/Tony Carson, Co-Chairs Business Vitality Committee

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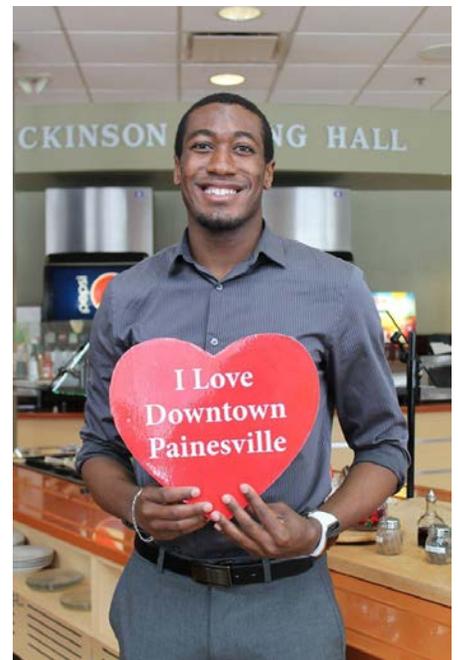
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The DPO Promotions Committee has had wonderful accomplishments in 2015. The committee started the Downtown After Hours on the 2nd Wednesday of every month with an increase in attendance at every evening. The events rotated between Nemeth's Lounge, Your or Vine or Mine, Bistro 70, and the Steele Mansion. In May of 2015, we launched First Fridays to encourage exploration during our very popular Car Cruise evenings. As we work with the City of Painesville to support many of their events, we continue to promote Downtown Painesville businesses, events, and cooperative evenings. It has been our strength to form partnerships in order to create amazing downtown events. Much gratitude goes to everyone who supports Downtown Painesville Organization and our events.

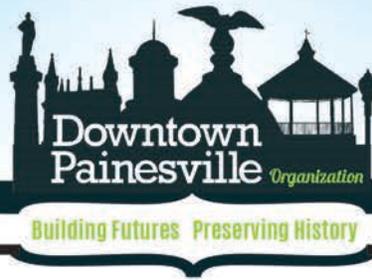
Mary Jo Miller, Chair Promotions Committee

The year 2015 was one of transition and growth for membership. We produced a tool for marketing to new and renewing members, which also doubled as a promotional piece to explain who we are and what our mission is. We are working on retail apparel with local merchants in Painesville, and as we improved connectivity within downtown, we planned the Downtown Painesville Organization Annual Luncheon & Awards Ceremony. Another crowning moment was in creating a positive community image with our "Outdoor Art Gallery." For this project, the beautification and membership committees worked together by using photos that were chosen from local photographers to decorate electrical boxes highlighting the beauty and history of Painesville. Through the use of our new membership brochure, hosting the luncheon at the Lake County History Center, the Outdoor Art Gallery and the historic photos on display, it gave us qualifying points for our 2015 Heritage Ohio Main Street accreditation.

Patty Penca, Membership/Volunteer Committee Chair



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City Investment of \$22,000 leveraged the following figures:

- 2,852 volunteer hours were given in support of the Downtown Painesville Organization. This reflects \$65,796 in donated time valued at \$23.07/hour. This is a 3:1 return on investment.
- The city investment leveraged \$46,073 in event revenue from over 50 events and activities throughout 2015. This is a 2:1 return on investment.
- The city investment leveraged \$18,140 in membership, \$7,573 in program income, and \$9,193 from the car cruise. This is a 1.6:1 return on investment.

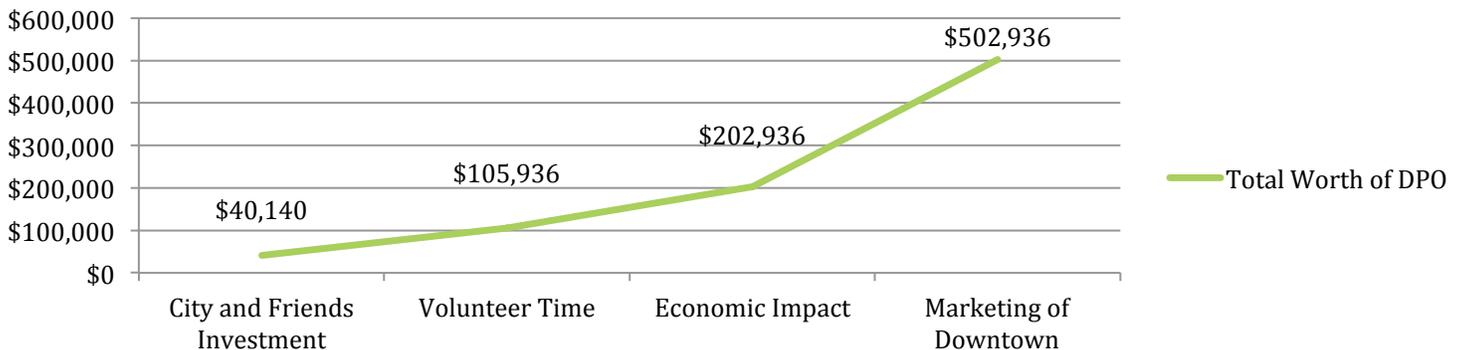
2015 DPO Community Investment

\$22,000 City of Painesville
 \$18,140 Friends Investment
 \$40,140 Total City & Friends Investment

The Numbers:

- Estimated 90 event and team planning meetings
- 2,852 volunteer hours donated through 12-31-15 (Value of \$65,796 in dated wages based on \$23.07/hour)
- Estimated economic impact on community through consumer spending:
 - \$57,000 from 2015 Car Cruises
 - \$40,000 from Holiday Open House
- \$300,000 of estimated advertisement to merchants, businesses, and organization through Facebook marketing. (Estimated 200 postings at a value of \$1500 each)
- Opening of Grind Time
- 15 Referrals to the city Economic Development Department including investors and prospective business leads

Total Worth of DPO



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