


# YEAR IN REVIEW

JULY 2019 THROUGH JUNE 2020

downtown  
frederick  
PARTNERSHIP



# RESPONSE TO THE COVID-19 PANDEMIC IN DOWNTOWN FREDERICK

In the thirty years since the Partnership's founding, Downtown Frederick has weathered many storms. The Partnership has always been a place that the community can turn to in these times of crisis—and these past few months have been no different.

Since March, the Partnership has been working diligently to respond to the most difficult challenge downtown has faced since the devastating flood of 1976. Even prior to the Governor's state of emergency declaration, Partnership staff were providing daily support, communication and guidance to our downtown business community. We shifted events such as First Saturday and Alive @ Five online temporarily and encouraged the greater community to continue their vital support for downtown by promoting carry out and curbside pickup for our restaurants and retail establishments.

## AS THE PANDEMIC CONTINUED, WE CONTINUED TO SUPPORT OUR BUSINESS COMMUNITY BY:



### Launching the Small Business Resiliency Series

to provide access to educational webinars, a free professional support network, peer-to-peer working groups and a Small Business Lending Library

- 33 businesses participated in the series
- Partnered with 20 industry experts to create a series of 8 webinars, covering topics such as public health and safety, e-commerce, small business employment and benefits, diversification of revenue streams and financial planning
- Provided 40 hours (and counting) of hands-on support to small businesses through the Professional Support Network
- Created a Lending Library with items like cameras, hand tools, business books, audio equipment and more, for our businesses to borrow at no cost and shoot or record content, build window displays, etc



### Communicating with the downtown business community

each day since mid-March on new programs and webinars, updates to regulations and other resources to help the businesses survive the impacts of the pandemic



### Creating safe shopping signage for downtown businesses

to display at their door to help customers feel safe when shopping or dining in each establishment. The signs encourage visitors to wear masks, stay physically distant and list the occupancy number for the space



### Working with The City of Frederick

on pop up dining options for restaurants, distilleries, breweries and other food establishments



We know that our work is ever-evolving as we continue to navigate the pandemic and its impacts to small business. The Partnership is committed to supporting our downtown business community.

# STRATEGIC PLAN UPDATE

**In the fall of 2015, Downtown Frederick Partnership celebrated its 25th anniversary with the launch of a Strategic Plan that guided the work of the organization for the next five years into 2020.**

This plan focused on bringing more people to live, work, play, stay and connect in Downtown Frederick and was developed with input from key stakeholders, who helped the Partnership identify the most important aspects to building a stronger Downtown Frederick.



## LIVE DOWNTOWN

*WELCOME 335 NEW RESIDENTS BY 2020*

- Launched in 2017, the first Live Downtown Frederick Housing Symposium featured a report on developing housing in Downtown Frederick, reviewing the incentives and impediments to the process. In 2019, the Partnership welcomed Anirban Basu, who spoke in a larger economic context and addressed how smaller downtowns are being impacted by residential trends, changes that are happening in cities that are similar to Downtown Frederick, who wants to live in downtown and how this impacts the type of housing units offered and the economic impact of downtown residents
- The Partnership created a “live downtown” video, highlighting the many benefits of living in Downtown Frederick
- During this time period, Downtown Frederick saw the first new residential construction in a significant amount of time. Projects included 520 N Market St which offers workforce housing and Kemp Hall which offers market rate apartments. These projects, along with other residential growth, helped attract many new residents to Downtown Frederick
- Launched the Fire Suppression Incentive Grant Program to both reduce fire risk and ease the process of changing the use of upper floors between office and residential in historic buildings
- Completed 3 informational brochures to assist merchants, residents and design professionals with key aspects of the Historic Preservation review process – with a goal of clarifying the process as a part of encouraging people to make investments in their historic buildings



## WORK DOWNTOWN

*GROW BY 200 NEW JOBS AND MAINTAIN 3,200 PUBLIC SECTOR EMPLOYEES IN DOWNTOWN FREDERICK*

- The Partnership received a grant to redesign the existing county building which helped jumpstart the creation of ROOT, a public-private partnership to help launch new businesses and energize innovation in Frederick County
- Downtown Frederick Partnership participated in the site selection process for the Frederick Police Department’s new headquarters, advocating for it to remain in Downtown Frederick





## STAY DOWNTOWN

*GROW BY AT LEAST 200 MORE OVERNIGHT ROOMS IN 2018*

- Though the Downtown Hotel has not yet been built, the Partnership continues advocating for the project, stressing the importance and ability of the hotel to help strengthen and transform Downtown Frederick. The Partnership launched a “Stay Downtown” postcard campaign, collecting hundreds of postcards from residents, businesses and visitors who support the development of the Downtown Hotel. The Partnership will continue to advocate for this project



## PLAY DOWNTOWN

*BRING MORE PEOPLE TO SHOP, EAT AND EXPERIENCE DOWNTOWN FREDERICK*

- The holidays are an important time for our residents and businesses. In 2015, the Partnership launched a storefront light initiative, covering costs to install lights on downtown businesses. Since the launch of the program, nearly 100 storefronts have been lit. In 2018, the Partnership also undertook the holiday lights in the trees that line downtown’s streets, previously managed by the City of Frederick. The Partnership implemented a new lighting technique, bringing more light to the street level
- In 2015, the Partnership began running a trolley during First Saturday events to better circulate visitors throughout downtown. Each First Saturday, the trolley makes multiple stops to drop off and pick up customers shopping and dining. The trolley has been an important component to more people experiencing and supporting Downtown Frederick



## CONNECT DOWNTOWN

*TAKE ACTION ON UNDERUTILIZED SITES AND CONNECT DOWNTOWN NEIGHBORHOODS*

- In 2016 the Partnership, with the City of Frederick’s Planning and Economic Development Departments and East Frederick Rising, held two public input sessions and a public presentation related to the Post Office site in Downtown Frederick. The first day sessions provided an opportunity for community members to proactively provide input on site opportunities and the community’s vision for the site. The public presentation offered a summary of the ideas generated, along with analysis by the consultant team
- The Seventh Street Fountain project has been in progress since 2013 and the Partnership made significant progress in bringing the redesign to reality. The Partnership has gathered community feedback from two workshops and is working to receive final approval from the Historic Preservation Commission and developing final construction documents and budgets for the project. The Partnership has received financial support for this project from the Ausherman Family Foundation
- The Partnership received a \$15,000 State of MD grant to create a business plan for re-launching a downtown circulator, which is a component of a larger Downtown Frederick transportation and parking study in coordination with the City
- Alleyway connector projects like Dino Alley and our nationwide design competition, unchARTed, will better link our urban fabric together, creating increased connection and pedestrian flow throughout downtown. Dino Alley was completed in 2017 and unchARTed was launched in late 2019, with temporary installations happening in 2020
- The Partnership also launched Pitchcraft, a community based placemaking competition, which has resulted in three completed projects to date including Frederick Bike Racks in ASL; the Joy of Music, an outdoor xylophone; and CandyLane, a life sized board game

# BUSINESS DEVELOPMENT

A purple-toned illustration of two women in a shop. The woman on the left is smiling and looking at the woman on the right. The woman on the right is holding a sign that reads "downtown frederick PARTNERSHIP Congratulations! Neutre Aveda Salon & Spa". The background shows shelves with various items and hanging lanterns.

The Business Development Committee provides Downtown Frederick's new and existing businesses with the incentives, tools and resources they need to thrive. The committee focuses on creating a supportive environment for entrepreneurs and innovators that drive the Downtown Frederick economy.



## IN RESPONSE TO COVID-19, DOUBLED THE ANNUAL MISSION: INTERIOR PROGRAM, FUNDING \$40,000 WORTH OF INTERIOR IMPROVEMENT PROJECTS FOR 9 DOWNTOWN FREDERICK BUSINESSES

Now in its fifth year, the Mission: Interior grant program has awarded more than \$126,000 to 31 businesses, sparking investments of more than \$593,000 in building improvements throughout Downtown Frederick



**PARTNERED WITH THE FREDERICK POLICE DEPARTMENT** to create an easy to use pamphlet that provides information on services in Frederick for those in need or experiencing homelessness



**LED THE ADVOCACY EFFORT** for the passage of live entertainment in restaurants & breweries/wineries/distilleries without a permit, removing barriers and costs to providing experiences for visitors



**LAUNCHED SCHOOL OF FOOD** in partnership with Frederick County Office of Economic Development and Create, offering a nine-month course on branding, merchandising, food safety and small business management for 34 entrepreneurs in the food + beverage industry



**WELCOMED 24 NEW BUSINESSES**, creating 93 new jobs



**PUBLISHED *GET IT DOWNTOWN***, a seasonal Partnership publication featuring 95 businesses, highlighting owners, products and services



**LAUNCHED THE VACANT WINDOW PROJECT**, bringing life and energy to windows of businesses under transition



**CREATED THE HOOD STUDENT DISCOUNT PROGRAM**, partnering with 39 downtown businesses to offer special rates for Hood College students

### Launched the 8th annual Business Performance Survey to learn more about doing business in Downtown Frederick and the effectiveness of the Partnership

*Highlights from the survey results included:*

- **46%** of businesses indicated their revenue performance was above average or excellent in 2019, **40%** indicated their revenue performance was average
- **91%** rated the effectiveness of the Partnership as an 8 or higher and **70%** of the businesses who responded to the survey indicate they are active with the Partnership
- **47%** of businesses who responded have been in business for 10 years or more, indicating the longevity of and stability of our downtown business community

# DESIGN



The inviting streetscapes of Downtown Frederick are the result of the tireless work by the Design Committee. The committee works with numerous community partners to encourage attractive storefronts, revitalized facades, clean sidewalks and pedestrian-friendly amenities, as well as to address key planning issues to set Downtown Frederick apart.



## RECEIVED A GRANT TO IMPROVE DOWNTOWN FREDERICK FROM A SUCCESSFUL 2019 BRING A BROOM SATURDAY WHICH WAS USED TO LAUNCH A PUBLIC ART & WAYFINDING PROJECT CALLED WATER LILY WAVE

The Partnership determined a location for the piece, hired a public art consultant, established an artist selection team, hired the artist, secured funding from the Ausherman Family Foundation and Transportation Management Services and completed the regulatory process. Water Lily Wave was installed in Carroll Creek Linear Park in the Fall of 2020



**LAUNCHED ART ON MAIN,** a joint public art project connecting the five Main Street communities of Frederick County



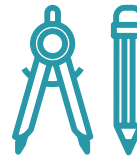
**COMPLETED** 6 façade improvement projects



**HELD SECOND ANNUAL PITCHCRAFT EVENT FOR A NEW PLACEMAKING PROJECT IN DOWNTOWN FREDERICK.** The project from the event's first year, Frederick Bike Racks in ASL, was installed along Carroll Creek in October 2019



**COLLECTED AND RECYCLED MORE THAN 120 POUNDS OF CIGARETTE LITTER** (more than 120,000 butts) in partnership with the City of Frederick and NAC11 Litter Committee



**HELD A NATIONAL DESIGN COMPETITION, UNCHARTED,** selecting designers to create spatial installations in three downtown alleyways, better linking the urban fabric together (installation planned for FY21)



**HIRED A CONSULTANT TO MODEL THE SUN/SHADE REGULATIONS** in the City's Carroll Creek Overlay to better understand the regulations impact on development

- **SUCCESSFULLY ADVOCATED WITH EAST FREDERICK RISING** for the inclusion of East Street in the City's future capital improvement project planning
- **SUPPORTED THE EFFORTS THAT LED TO THE HIRING OF A FABRICATOR/INSTALLER** for the wayfinding murals in the Carroll Creek Public Parking Garage which were installed in the Fall of 2020
- **PROVIDED FEEDBACK** as a part of the City's Comprehensive Planning process



# ORGANIZATION



The Organization Committee secures the financial investors and volunteer support necessary to ensure that the Partnership has the funds and ability to achieve our ambitious goals. The committee is focused on creating a strong foundation for the Partnership including cultivating partnerships, community involvement and resources for Downtown Frederick.





### KICKED OFF VOLUNTEER RECRUITMENT EFFORTS

for committees with a special focus on diversity and inclusion



### PROVIDED MORE THAN 5,000 VOLUNTEER HOUR OPPORTUNITIES

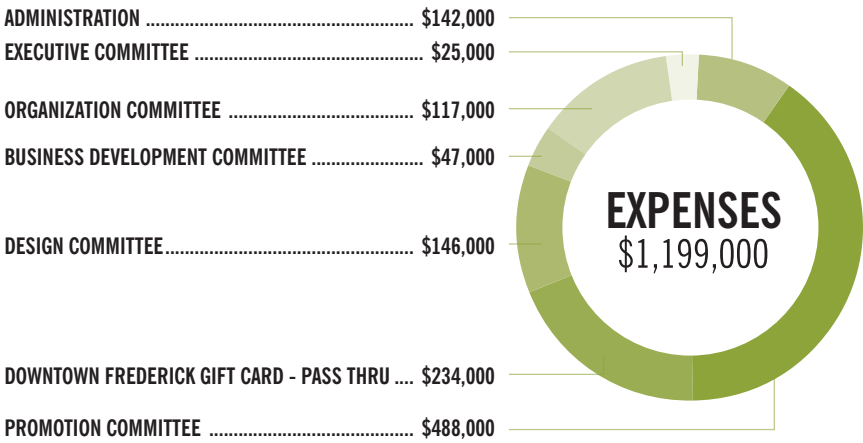
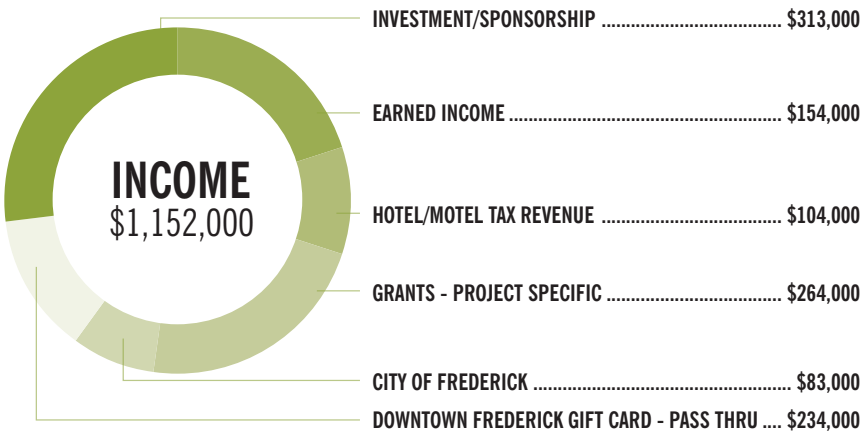
to the community through the work of the Partnership's committees and events



### RAISED OVER \$66,000 TO SUPPORT THE HOLIDAY LIGHTS IN DOWNTOWN FREDERICK

in the project's second year, with support from the City of Frederick, Visit Frederick, the Delaplaine Foundation, First Energy and many others for their financial support

- **HELD THE 5TH ANNUAL STATE OF DOWNTOWN FREDERICK EVENT**, featuring Kennedy Smith of the CLUE Group. Kennedy Smith is leading the organization through its next five year strategic planning process, which will guide the organization's work through 2025
- **PARTNERED WITH NEARLY 100 COMPANIES** to support Downtown Frederick's signature events like First Saturday, Alive @ Five, Frosty Friday and Movie Night on Carroll Creek
- **BEGAN UPDATE TO FIRST SATURDAY SURVEYING AND COUNTING ESTIMATE** to understand visitor impact in Downtown Frederick on First Saturday and also non-event Saturdays. This project is currently on hold due to the pandemic





# PROMOTION

Keeping Downtown Frederick fun and fresh is the mantra of the Promotion Committee. Staff and volunteers spend hundreds of hours organizing and executing events like First Saturday and Alive @ Five, along with other seasonal events like Frosty Friday that make Downtown Frederick an economically viable destination to visit and live.



**ATTRACTED MORE THAN 29,000  
PEOPLE TO DOWNTOWN FREDERICK**  
during February First Saturday: Fire in Ice



**CONTINUED REINVENTING  
PUBLIC SPACES WITH RAINWORKS**  
(positive messages that appear when  
it's raining)



**HELD SIXTH ANNUAL SEASON**  
of Movie Night on Carroll Creek  
June–October 2019



**LAUNCHED ONLINE PROGRAMMING**  
for April First Saturday, Mayfest and June  
First Saturday when in-person events  
were canceled



## WELCOMED MORE THAN 14,000 PEOPLE TO THE 2019 ALIVE @ FIVE SERIES

- **LAUNCHED TUESDAYS AT THE TRELLIS** – a pop up event in summer afternoons offering free snacks and games to help the community connect in an underutilized public space
- **EXPANDED PARTNERSHIP'S ADVERTISING PROGRAM** to feature Downtown Frederick in The New Yorker, edibleDC, Washington Post, Baltimore Style and more
- **UPDATED THE PARTNERSHIP WEBSITE BUSINESS DIRECTORY** with diversity information collected from our business owners
- **LAUNCHED A CUP RECYCLING PILOT PROGRAM** at Alive @ Five 2019 and collected more than 3,000 cups

## FY20 INVESTORS

### DOWNTOWN FREDERICK CHAMPIONS



MS BETSY &  
MR KEN MORROW

THE  
JOSEPH D. BAKER  
FUND

William E. Cross  
FOUNDATION, INC.

### DOWNTOWN FREDERICK LEADERSHIP CIRCLE

MS ANGELA &  
MR CHRIS CHASE

The Frederick  
News-Post

MS CAROLE &  
MR TIM MCSHEA



leidos



### DOWNTOWN FREDERICK PARTNERSHIP CLUB



MS CHERYL &  
MR DEREK MCGEE



Morgan Stanley  
THE BERKHEIMER GROUP  
AT MORGAN STANLEY



### GRANTORS



### DOWNTOWN FREDERICK ADVOCATES

Mr Bert Anderson  
Black Hog BBQ  
Ms Corinne Bradac  
Bushwallers  
Ms Thiel Butner  
Ms Arleen & Mr Steve Chafitz  
Colonial Jewelers  
Curious Iguana  
Ms Melinda & Mr Joe Donegan  
Edgeworks Knife & Supply  
Frederick Health Systems  
Harris Smariga  
Ms Gerry & Mr Clyde Hicks  
Ms Lucy & Mr Kevin Hogan  
Ms Kathleen & Mr Thomas Igo  
Ms Joan & Mr Marty Lopera  
Ms Elizabeth Lovoy  
& Mr Gary Rosiecki  
Mackintosh Realtors  
Miles and Stockbridge  
National Capital Video  
Ms Yvonne & Mr Jim Reinsch  
Ms Carmen &  
Mr James Schmersahl  
Select Seconds  
Hospital Thrift Shop  
Sumittra Thai Cuisine  
The Trail House  
Warner Commercial  
Mr David West  
Ms Eleanor Winter  
& Mr Dan Backo

### DOWNTOWN FREDERICK PROMOTERS

Anonymous  
Ms Eleanor and  
Mr G Hunter Bowers  
Ms Kim Chaney  
& Mr Ron McCurdy

Ms Sharon Crisafulli  
DISTRICT Arts  
Ms Peggy DuFour  
Earthly Elements  
Ms Kristi & Mr Matt Edens  
Firestone's Market  
Flynn & Clarke LLC  
Frederick Brick Works  
Frederick Coffee Co & Cafe  
Frederick Fudge & Ice Cream  
Ms Suzanne & Mr Mark Friis  
GOOD juju  
Jolo's Restaurant & Tap House  
Mr Chris Kline Jr  
Ms Karlys & Mr Tom "Klynch"  
Ms Kate Kuranda  
La Paz Mexican Restaurant  
Law Office of  
Scott A. Morrison, P.A.  
LTD Creative  
Mr Bill McLaughlan  
Molly's Meanderings  
Mr Sean & Ms Annie Morrissey  
Ms Rose Marie Myers  
The Orchard  
The Pasta Palette  
Powell, LLC  
Mr Tom Rozynek  
Ms Julia and Mr Jim Schaeffer  
Shab Row Tea Emporium  
THE TEMPLE: A Paul  
Mitchell Partner School  
Varner & Goundry, P.C.  
Ms Madonna  
& Mr John Vitarello  
Ms Jan & Mr Joe Wely  
Ms Jamie White  
Ms Melanie  
& Mr David Williamson  
Ms Terri & Mr Mike Winder  
The Wine Kitchen on the Creek

### DOWNTOWN FREDERICK FANS

A Lit'le Irish, Too  
Alicia L  
Ms Dorinne Armstrong  
Ms Gill & Mr Nick Berluti  
Bailey's Treasures  
Beans and Bagels  
Café Anglais  
Cannon Hill Logistics  
Capacity Building Solutions  
The Cellar Door  
Ms Krista  
& Mr Bernard Davisson  
Evangelical Lutheran Church  
Ms Betsy and Mr Robert Fisher  
Frederick Coin Exchange  
Ms Helen & Mr Ted Gregory  
Dr Cindi Hindman  
& Dr Paul Feinberg  
Hootch & Banter  
I Made This! Pottery Shop  
Luna Yoga  
Mr Jim Lynch  
Ms Mary and Mr Larry Marsh  
Ms Katie & Mr Randy Martin  
McClintock Distilling Company  
Ms Kelly McMurrer  
The Muse  
Neutre  
Noma Laundry  
Ms Lorraine Plamondon  
& Mr Pete Plamondon, Sr.  
Radcliffe Realty  
Ms Kelly Russell  
Ms Sheila Schaden  
Ms Meg & Mr Jeremy Scholtes  
Smoketown Creekside  
Smooch Studio  
Ms Barbara Starr

Rev Lisa Tatum  
and Dr Charles Levy  
Text Design Inc  
Washington Gas -  
Frederick Division  
Wastler's Barber Shop  
White Rabbit Gastropub  
Mr Cory Wilson  
Vinyl Acres  
Yaneth Reyes LLC  
Zavos Architecture

### DOWNTOWN FREDERICK SUPPORTERS

Alice Orzechowski, CPA  
Ms Sue & Mr Dick Basford  
Belleza Hair & Nail Studio  
Mr Peter Brehm & Mr Jack Day  
Ms Diane  
& Mr Maurice Daugherty  
Dolan Media Management  
Mr Al Edwards  
Evangelical Reformed United  
Church of Christ  
Ms Kimberly & Mr Fred Genau  
Mr Tim Gibian  
& Dr Kerri Hesley  
Ms Patricia & Mr Tal Hart  
Ms Patty  
& Mr John Kettlestrings  
The Kitchenette  
Ms Carole & Mr Warren Larkin  
Lebherz Oil  
& Vinegar Emporium  
Ms Kate McDermott  
Ms Kristen Morrison  
Ms Sandra  
& Mr Dennis Murphy  
Ms Margray & Mr Bill Poulin  
Ms Jeanie  
& Mr Clarence Reeder

Sky's The Limit  
Ms Susan & Mr Mark Smith  
Ms Patricia Szymanski  
Welcome Home Realty Group

## DOWNTOWN FREDERICK FRIENDS

Ms Cheri Baker  
Mr Craig Bedard  
Ms Robin Bell & Mr Kim Dine  
Mr Gary Bennett

Ms Beverly Byron  
Mr Bernie Callan  
Ms Rebecca  
& Mr Matt Carrado  
Ms Susan Chapman  
Ms Kelly  
& Mr Matthew Donahue  
Ms Donna Evans  
Ms Kathy & Mr Neil Fay  
Ms Julia & Mr Glenn Ferguson

Ms Mary Ford-Naill  
& Mr Gary Naill  
Frederick Lumber Company  
Ms Kathryn & Mr John Fieseler  
Ms Heather & Mr Brad Genau  
Ms Denise & Mr Bernard Gouin  
Mr Bill Grooms  
Ms Janie Nordstrom Griffiths  
Ms Kathryn Hanna  
The Knot House

Ms Truby LaGarde  
& Mr Paul Lambertson  
Ms Harriet Litras  
Ms Karen Lynch  
Ms Ashley Mancinelli  
Ms Constance Martin  
Ms Patricia  
& Mr Robert Mayernik  
Ms Anne & Mr Jerry McKelvey  
Ms Theresa Michel

Ms Lisa & Mr Doug Murphy  
Natural Fusion Hair Studio  
Ms Judith Nicotra  
Mr James Poles  
Mr Dave Schrodel  
Ms Jana & Mr Brian Sheffer  
Ms Catherine Seibert  
Sir Speedy Printing  
Ms Beatriz Smith  
Mr Richard Southers

Mr James Spoth  
Ms Jane Talarico  
& Mr Michael Paskowsky  
Mr David Twenhafel  
& Ms Tamar Osterman  
Wag's Restaurant  
Ms Louanne Welgoss

# FY20 SPONSORS

**ALIVE @ FIVE\***  
DARCARS Toyota of  
Frederick, Presenting

**LEVEL ONE:**  
Audio Video Group, LLC  
BB&T Now Trust  
Brewer's Alley  
FoodPRO of Frederick  
Innovative Incorporated  
Key103.1/106.9 The Eagle  
M&T Bank  
Rotary Club of Carroll Creek  
Rotary Club of Frederick  
WLR Automotive Group, Inc.

**LEVEL TWO:**  
FCB Bank, A Division  
of ACNB Bank

**LEVEL THREE:**  
The Berkheimer  
Group — Morgan Stanley  
Frederick County Health  
Department — Think  
Before You Drink  
Lilypons Water Gardens  
Morgan Keller  
Rice Tire  
Ruppert Properties  
Sandy Spring Bank

**IN-KIND:**  
Comcast  
Frederick Keys  
Frederick Magazine  
The Frederick News-Post  
Postern  
Rosedale Ice

**BEER, FOOD & WINE:**  
Brewer's Alley  
Boxcar Burgers

Hometown Harvest  
Idiom Brewing Co  
In10se BBQ  
Sabor de Cuba  
Smoketown Creekside  
Spin the Bottle Wine Company

**FRIEND OF ALIVE @ FIVE**  
Attaboy Beer  
Jill Fulton Band  
Fraternal Order of Police,  
Francis Scott Key  
Lodge # 91  
Helen & Ted Gregory  
Griffith Energy Services  
and Propane Inc.  
The Kitchen Studio  
Cooking School  
Edgeworks  
Jim Bass Group of  
Real Estate Teams  
Josh Segal  
Six East Salon & Spa  
Sumittra Thai Cuisine  
Support Unlimited, Inc

**BRING A BROOM SATURDAY\***  
Comcast  
Frederick County Health  
Department — Tobacco  
Free Frederick

**COMPETITIVE EDGE**  
City of Frederick Department  
of Economic Development  
PNC Bank

## FIRST SATURDAY

Brewer's Alley  
Flying Dog Brewery  
FCB Bank, A Division  
of ACNB Bank

Frederick County Office of  
Economic Development  
Frederick County  
Public Libraries  
Hood College  
Lilypons Water Gardens  
Middletown Valley Bank  
Navy Federal Credit Union  
Paul Davis Restoration  
Plamondon  
Hospitality Partners  
The Common Market  
Wegmans

## FEBRUARY FIRST SATURDAY, FIRE IN ICE SPONSORS

AIGA BlueRidge Chapter  
Alice Orzechowski, CPA  
Alicia L  
Artifacts Glass Gallery  
Bach Real Estate  
Baker Tree Service  
Baltimore Gold of Frederick  
Belleza Hair & Nail Studio  
Black Hog BBQ  
Brainstorm Comics  
Brewer's Alley  
Bushwallers  
Café Nola  
Capital Womens Care LLC  
CARE Veterinary Center  
The Cellar Door  
Century 21 Redwood Realty  
Charlotte's Cottage Quilt Shop  
Crème de la Crème  
Dancing Bear Toys  
Days End Farm Horse  
Rescue, Inc.  
Delaplaine Visual Arts  
Education Center  
DeLeon & Stang

DISTRICT Arts  
Dream House Furniture  
& Design, LLC  
Eastside Artists Gallery  
Ec'lectibles  
Edenton  
Retirement Community  
Edgeworks Knife & Supply  
Embark Skate Shop  
Emporium Antiques  
Evangelical Reformed  
United Church of Christ  
Firestone's Market  
Flippin' Pizza  
Frederick Arts Council  
The Frederick Basket Company  
Frederick Coffee Co & Cafe  
Frederick Coin Exchange  
Frederick Community College  
Frederick County  
Public Libraries  
Frederick Land & Home  
Frederick Police Department  
Frederick Primary  
Care Associates  
Gemini Title  
George Mason Mortgage  
Heritage Frederick  
Hippy Chick Hummus  
Hometown Harvest  
Hood College  
Hunting Creek Outfitters  
Idiom Brewing Co.  
Isabella's Taverna & Tapas Bar  
Jolo's Restaurant & Tap House  
Jug Bridge Brewery  
L.P. Calomeris Realty, LLC  
Law Office of  
Scott A. Morrison, P.A.  
Lazy Fish  
Luna Yoga

Magoo's Pub & Eatery  
Middletown Valley Bank  
Molly's Meanderings  
The Muse  
National Museum of  
Civil War Medicine  
Neutre  
North Market Pop Shop  
Olde Mother Brewing  
Olde Towne Tavern  
The Pasta Palette  
Pearl Clothing  
Posh Boutique  
Premier Group of Long &  
Foster Real Estate, Inc.  
Pretzel & Pizza Creations  
RE/MAX PLUS  
The Record Exchange  
RoRo's Mexican Grill  
Ruppert Properties  
Savage Soaps  
Select Seconds  
Hospital Thrift Shop  
Sentelle Law  
Serendipity Market & More  
Silver Hawk Farm LLC  
Six East Salon  
Smoketown Creekside  
The Spice & Tea Exchange  
Spin the Bottle  
St John Regional  
Catholic Schools  
Starbucks  
Steinhardt Brewing  
Studio She  
Stumpys Hatchet House  
Taco Daddy  
Tailwinds Over Frederick  
THE TEMPLE: A Paul  
Mitchell Partner School

Tenth Ward Distilling Company  
Thermo Fisher Scientific  
Thriv Nutraceuticals  
Tiara Day Boutique  
The Trail House  
Tried & True Barbershop  
Turning Point Financial  
United Steam Fire  
Engine Co #3  
Up On Market  
Velvet Lounge  
VetUrgency  
Voila! in Frederick ~ Special  
Teas & Other Goodness  
VOLT  
Wander Hemp Co  
Weinberg Center for the Arts  
The Wine Kitchen on the Creek  
Woodsboro Bank  
Zebop

**FROSTY FRIDAY**  
The Common Market  
Woodsboro Bank

**HALLOWEEN IN  
DOWNTOWN FREDERICK**  
Georgetown Hill

**SMALL BUSINESS  
RESILIENCY SERIES**  
Delaplaine Foundation  
City of Frederick Department  
of Economic Development  
Frederick County Office of  
Economic Development  
Fraternal Order of Police,  
Francis Scott Key  
Lodge # 91  
Sandy Spring Bank  
Serini Foundation

*\*These events were canceled due to the COVID-19 pandemic*



19 E CHURCH ST  
FREDERICK, MD 21701

PARTNERSHIP BOARD OF DIRECTORS

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Organization Chair

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Promotion Co-Chair  
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Promotion Co-Chair

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of Commerce

JOHN FIESELER  
Visit Frederick  
LOUISE KENNELLY  
Frederick Arts Council  
JEN MARTIN  
Celebrate Frederick  
KARA NORMAN  
Downtown Frederick Partnership

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Associate Director  
LEEANN CREWS  
Marketing & Promotion Manager  
CECYLIA MORRISON  
Promotion & Events Manager