

YEAR IN REVIEW

JULY 2020 THROUGH JUNE 2021

downtown
frederick
PARTNERSHIP

BUSINESS DEVELOPMENT



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 the entrepreneurs and innovators that drive the Downtown Frederick economy.



2020 BUSINESS PERFORMANCE SURVEY RESULTS

- **68%** of businesses reported their revenue was worse than the previous year
- Despite the challenges of the past year, **36%** of businesses reported having sufficient funds to cover 1-2 months of operations and **34%** reported enough to cover 3+ months. These figures are stronger than average for Maryland small businesses in the January 2021 timeframe when this survey was administered
- **56%** of businesses felt that the overall economic climate for businesses like theirs would be “very good” or “good” in the coming year
- **82%** of businesses rated the Partnership’s performance a 9 or higher on a 10-point scale. **70%** of businesses rated it as a 10 (excellent) as compared to **45%** in 2019



AWARDED 177 GRANTS OF \$1,414 EACH (more than \$250,000 total) with funding from the Maryland Department of Housing and Community Development’s SERI grant program. Funds could be used for rent, online sales, the purchase of PPE, outdoor dining equipment and other expenses to support the business during the pandemic

AWARDED \$40,000 TO DOWNTOWN BUSINESSES AS PART OF THE MISSION:INTERIOR PROGRAM resulting in critical interior capital repairs that will make the downtown retail business community more successful overall. Due to the pandemic, the usual dollar for dollar matching requirement was eliminated

HELD THE SMALL BUSINESS RESILIENCY SERIES AND COMPETITIVE EDGE PROGRAM, providing free educational workshops and free professional support to help small businesses navigate the pandemic. More than 200 business owners and/or employees participated in both series



CURATED A SMALL BUSINESS LENDING LIBRARY, which allows businesses to borrow essential equipment at no cost, including photography and videography equipment, hand tools to create displays and reference materials

6 NET NEW BUSINESSES OPENED

29 businesses opened and 23 businesses closed, creating 37 net new jobs

ASSISTED BUSINESSES WITH EMPLOYEE RECRUITMENT

during the pandemic, driving more than 11,300 people to our online jobs board (an increase of 31% over FY20)



CREATED A BUSINESS DIVERSITY DIRECTORY on the Partnership website that allows business owners to self-select how they would like to be identified and helps visitors find the businesses they would like to support

LAUNCHED AN AVAILABLE PROPERTY LISTING

on the Partnership’s website to help fill vacant spaces

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.



- **MANAGED THE ARTIST SELECTION, ARTWORK CREATION AND INSTALLATION PROCESS FOR WATER LILY WAVE AND WATER LILY SWIRL**, two sculptures by Thomas Sterner, that welcome visitors to Carroll Creek Linear Park and celebrate the arts in Downtown Frederick. The two sculptures were funded by Ausherman Family Foundation, Comcast and Transportation Management Systems
- **INSTALLED 2 UNCHARTED PROJECTS** selected to transform alleyways and improve connections in Downtown Frederick. Happy Stripe and Maxwell Flow will be in place on E Patrick Street for one year
- **PARTNERED WITH BRUNSWICK, MIDDLETOWN, NEW MARKET AND THURMONT TO LAUNCH ART ON MAIN**, a public art initiative and joint marketing effort promoting the Main Street communities of Frederick County with custom-designed sculptures crafted by Maryland artist Parran Coltery



LED VOLUNTEER CLEAN-UP INITIATIVES TO SWEEP, MULCH, TIDY AND PLANT FLOWERS IN DOWNTOWN FREDERICK — including Bring a Broom Saturday which brought more than 500 volunteers to downtown, clean-up days focused on Mullinix Park, Market and Patrick Streets, and beautification projects adding sidewalk planters to 16 businesses and planting flowers at the Square Corner



COMPLETED 3 FAÇADE IMPROVEMENT PROJECTS, resulting in more than \$77,000 of investment in Downtown Frederick



With The City of Frederick, hired a consultant team to create a **DOWNTOWN FREDERICK STREETScape STUDY** which will result in thoughtful design solutions, set priorities and determine a framework for future streetscape improvements for the many users (pedestrians, bicyclists, motorists, etc) and uses (shopping, dining, events, city services, etc) of Market and Patrick Streets

- **WORKED WITH THE CITY OF FREDERICK TO LAUNCH CURBSIDE PICKUP**, expand outdoor dining and street closures to support customers, visitors and businesses during the pandemic
- **SERVED AS THE LEAD FOR THE DOWNTOWN SAFETY AND SERVICES INITIATIVE COMMITTEE** which developed a proposal for implementing an Ambassador Program in Downtown Frederick to provide hospitality, safety and cleaning services beyond existing City efforts
- With the City of Frederick, **COMPLETED INSTALLATION OF THE FIRST PARKING GARAGE GATEWAY WAYFINDING PROJECT** in the Carroll Creek Public Parking Garage

ORGANIZATION

A photograph showing four men working on a large, light-colored stone monument outdoors. The man on the left wears a blue hoodie, a white baseball cap, and a face mask. The man next to him wears a black t-shirt with 'ARMY' in yellow letters, a blue face mask, and black gloves. The man in the center wears a black hoodie with 'ARMOUR' in white letters and a black face mask. The man on the right wears a white hoodie and a black face mask. They are all focused on the task at hand. In the background, there is a green hill and a statue of a person. The sky is overcast.

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.



INITIATED CONVERSATIONS WITH COMMUNITY MEMBERS RELATED TO DIVERSITY IN DOWNTOWN FREDERICK

conducting focus groups to spark conversation and collect feedback to continue to improve Downtown Frederick



CELEBRATED THE ORGANIZATION'S 30TH ANNIVERSARY

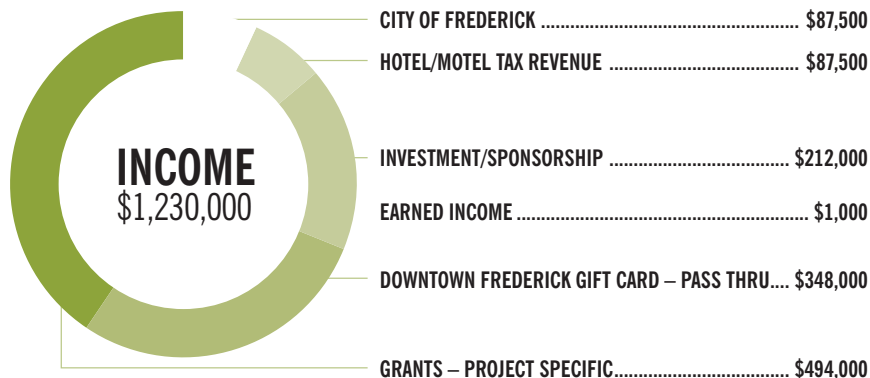
by sharing the Partnership's accomplishments with the community



INSTALLED LIGHTS FOR THE HOLIDAY SEASON

on 155 street trees along Market and Patrick Streets and raised \$67,000 to support the project

ORGANIZATION



PROMOTION COMMITTEE

\$205,000

ADMINISTRATION

\$121,000

DESIGN COMMITTEE.....

\$130,000

ORGANIZATION COMMITTEE

\$95,000

DOWNTOWN FREDERICK GIFT CARD – PASS THRU....

\$348,000

BUSINESS DEVELOPMENT COMMITTEE

\$345,000



- **PROVIDED NEARLY 1,400 VOLUNTEER HOUR OPPORTUNITIES** through the work of the Partnership's committees and events, valued at nearly \$40,000 to the downtown community
- **RAISED MORE THAN \$230,000** as part of the annual fundraising campaign to support vital programs and projects in Downtown Frederick



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.

- **SAW ALL-TIME HIGHEST WEB TRAFFIC DURING HOLIDAY MONTHS**

generating more than 50,000 web visitors in November and December

- **LAUNCHED THE ONLINE DOWNTOWN GALLERY TOUR**

to promote downtown's eclectic galleries and local artists

- **CREATED A NEW HOLIDAY LANDING PAGE TO PROMOTE ONLINE SHOPPING OPTIONS IN DOWNTOWN FREDERICK**

retailers providing Shop 'n Ship services, heated outdoor dining options, seasonal events and attractions (attracted more than 13,000 visitors to the page)

- **EXCEEDED 20,000 FOLLOWERS** on Instagram



- **LAUNCHED THE FIRST-EVER SUMMER RESTAURANT WEEK WITH VISIT FREDERICK**

resulting in two annual events that highlight Frederick County's local restaurant industry

- **CREATED THE FIRST FREDERICK COUNTY CRAFT BEVERAGE PASSPORT**

with support from the Frederick County Office of Economic Development and Visit Frederick, selling more than 450 passports



With support from Frederick County Association of Realtors (FCAR), Pools Patios & Porches and Rick Jones Electric, installed lights at the Square Corner (Patrick & Market Streets intersection) to **BRING ENERGY AND LIFE TO A VISIBLE FACADE**



WITH SUPPORT FROM THE DELAPLAINE FOUNDATION, THE PARTNERSHIP DECLARED FEBRUARY THE "MONTH OF LOVE" AND LAUNCHED A "LOVE LETTERS FOR LOCAL" campaign, encouraging customers to write letters to business owners. 823 love letters were collected and \$1,000 worth of local gift cards were given to randomly selected authors



MORE THAN \$348,000 PLACED ON DOWNTOWN FREDERICK GIFT CARDS — including a record-breaking year for holiday gift card sales, with major purchases from Frederick Health and Frederick County Government to thank their front-line and essential workers during the pandemic

\$205,161 SPENT IN DOWNTOWN BUSINESSES DURING FY21, an increase of more than \$20,000 over FY20

- **CREATED OPERATION SPARKLE WITH 44 PARTICIPATING BUSINESSES**, a new holiday scavenger hunt that provided a safe, family-friendly activity throughout the winter months
- **LAUNCHED A NEW HEALTH AND WELLNESS PROGRAM CALLED FEEL GOOD FRIDAYS**, providing a series of 12 free or low-cost outdoor exercise classes led by local businesses
- With support from the Ausherman Family Foundation, **PROVIDED HOLIDAY GREENERY** to 79 businesses and installation for 43 businesses, **AND INSTALLED HOLIDAY LIGHTS FOR 13 BUSINESSES**

FY21 INVESTORS

DOWNTOWN FREDERICK CHAMPIONS



MS BETSY &
MR KEN MORROW

THE
JOSEPH D BAKER
FUND

William E. Cross
FOUNDATION. INC.

GRANTORS



DOWNTOWN FREDERICK LEADERSHIP CIRCLE

MS ANGELA &
MR CHRIS CHASE

MS JEAN &
MR BEN NORMAN



DOWNTOWN FREDERICK PARTNERSHIP CLUB



MS KATHLEEN &
MR THOMAS IGO



MS GERRY &
MR CLYDE HICKS

MS CHERYL &
MR DEREK MCGEE



DOWNTOWN FREDERICK ADVOCATES

Ms Thiel Butner
Ms Arleen & Mr Steve Chafitz
Ms Kristi & Mr Matt Edens
Fawcett Family Partnership
Frederick Health System
Ms Lauren Kremers
Ms Lucy Hogan
Leidos
Mackintosh Inc., Realtors
Ms Mary Fran & Mr Jack McShea
Miles & Stockbridge
Ms Yvonne & Mr Jim Reinsch
Ms Saule & Mr Chris Smariga
Mr Daniel Sipe
Wegmans

DOWNTOWN FREDERICK PROMOTERS

Ms Jill & Mr Jack Ascher
Ms Eleanor & Mr Hunt Bowers
Candy Kitchen
Ms Carla & Mr Seth Clarke
DISTRICT Arts
Dream House Furniture &
Design, LLC
Ms Peggy Dufour
Earthy Elements
Frederick Brick Works
Frederick Coffee Co & Cafe
Frederick Fudge & Ice Cream

Frederick Lumber Co
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HR Answerbox
Ms Kate Kuranda
Law for Parents
Law Office of
Scott A. Morrison, P.A.
Law Offices of McCurdy,
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MacRo Ltd
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Ms Rose Marie Myers
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Shab Row Tea Emporium
Spin the Bottle
The Family Heritage
Trust Company
The Kitchenette
The Pasta Palette
Varner & Goundry, P.C.
Warner Commercial
Ms Jan & Mr Joe Welty

DOWNTOWN FREDERICK FANS

A Lit'le Irish, Too
Ms Dorinne Armstrong
Audio Video Group
Café Anglais
Capacity Building Solutions
Ms Amanda Cott
Mr Timothy Custer

Ms Krista & Mr BJ Davisson
Ec'lectibles
Evangelical Lutheran Church
Ms Betsy & Mr Robert Fisher
Frederick Land & Home
Ms Kari & Mr John Gang
Ms Helen & Mr Ted Gregory
Ms Jennifer & Mr John Grove
Ms Beth Gura
Dr Cynthia Hindman
& Dr Paul Feinberg
InBloom Jewelry
Mr Jim Lynch
Magpie Market
Ms Mary & Mr Larry Marsh
McClintock Distilling Company
Ms Tracey & Mr Bud McPherson
Natural Fusion Hair Studio
North End Cleaners
Mr Richard Pante
Peace
Platinum PR
Radcliffe Realty
Mr Albert Riffle
Mr Scott Riffle
Ms Sheila & Mr Michael Schaden
Ms Barbara Starr
Ms Julia & Mr Jim Schaeffer
Smoketown Creekside
Thacher & Rye
The Orchard

Up On Market
Ms Madonna & Mr John Vitarello
Yaneth Reyes LLC
Zavos Architecture

DOWNTOWN FREDERICK SUPPORTERS

Alice Orzechowski, CPA
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Belleza Hair & Nail Studio
Curious Iguana
Ms Diane & Mr Maurice Daugherty
Mr John Day & Mr Peter Brehm
Dolan Media Management
Evangelical Reformed United
Church of Christ
Ms Kimberly & Mr Fred Genau
Ms Patti & Mr Tal Hart
Juliet's Market
Ms Kate McDermott
Ms Sandy & Mr Dennis Murphy
Ms Cynthia & Mr Russ Olson
Ms Margray & Mr William Poulin
Ms Jeanie & Mr Clarence Reeder
Ms Elizabeth Shatto
Sky's The Limit
Ms Patricia Szymanski
Text Design Inc
Welcome Home Realty Group

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Mr Tom Trott
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Wag's Restaurant
Ms Meghan Waters
Mr Joshua Winn
Mr Brian Wynne

FY21 SPONSORS

BRING A BROOM SATURDAY*

City of Frederick
Grant County Mulch
Frederick County Health
Department – Tobacco
Free Frederick
Oldetowne Landscape Architects
T-Mobile

COMPETITIVE EDGE

City of Frederick Department
of Economic Development
PNC Bank

FIRST SATURDAY

T-Mobile

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
Truist Foundation

PHOTOGRAPHY CREDITS

Bill Adkins
Downtown Frederick Partnership



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Downtown Resident
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Downtown Resident

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