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.

- Published Get’o Downtown, a seasonal Partnership publication featuring 96 businesses in Downtown Frederick, highlighting owners, items, services and more
- Welcomed 250 Hood College first year students to Downtown Frederick for a “Taste of Downtown Frederick”
- Launched the 7th annual Business Performance Survey to learn more about doing business in Downtown Frederick and the effectiveness of the Partnership. Highlights from feedback include:
  - 41% of responses came from businesses with 10 years or greater in tenure, reflecting the stability of Downtown Frederick as a place to do business. The majority of retailers (shops and restaurants) rated their revenue performance as average in 2018
  - When looking ahead to 2019, slightly more businesses said the economic outlook was good or very good and 38% said they plan to increase their staff this year
  - More businesses rated the Partnership’s performance as a 9 or higher out of 10 in 2018 (46%) as compared to 2017 (60%)
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.

- Held Bring a Broom Saturday. Nearly 500 volunteers helped tidy 80+ blocks of downtown.
- Completed 6 facade improvement projects. Between FY15 and FY19, the façade grant program invested more than $355,000 in grant funds which was matched by more than $907,000 of private investment in our downtown building stock.
- Held Pitchcraft, Downtown Frederick’s first placemaking competition. The winning project, “Bike racks in ASL,” will be installed along Carroll Creek near the MARC train station. Two other projects, “The Joy of Music,” an outdoor xylophone installed by the Delaplaine Arts Center, and “Playmaking,” outdoor games that will be near the Talley Rec Center, were privately funded by attendees that evening.
- Launched two programs to help reduce fire risk in Downtown Frederick: the Fire Suppression Grant Incentive Program and the Attic Fire Separation Program.
- Completed 3 informational brochures to assist merchants, residents and design professionals with key aspects of the historic preservation review process.
- Welcomed more than 30 people to a presentation on the Seventh Street Fountain concept plan to gather feedback on a revised design and answer questions about the project.
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.

- Held the 4th annual State of Downtown Frederick breakfast, featuring Hilary Greenberg, a renowned planning and economic development consultant. Hilary met with downtown stakeholders and provided the Partnership with a report of key findings to improve business retention and recruitment efforts.
- Received grant funding to install 30 cigarette butt receptacles throughout Downtown Frederick. The Partnership worked with the City of Frederick’s Sustainability Committee and the NAC 11 Litter Group to launch an anti-litter campaign. To date, the receptacles have collected more than 70 pounds of cigarette litter.
- Raised over $125,000 to support the Holiday Lights in the project’s first year under the Partnership, with special thanks to the City of Frederick, Visit Frederick, the Delaplaine Foundation and many others for their financial support.
- Held the Downtown Friends Bash, the Partnership’s annual thank you event, at 46 S Market Street to thank partners, investors, businesses and friends of Downtown Frederick.
- Provided more than 6,000 hours of volunteer opportunities through committees and events for more than 500 volunteers.
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.

- Welcomed 17,000 people to the 2018 Alive @ Five series
- Reinvented public spaces with bright blue living room pop-ups, heartbombs and temporary murals during First Saturdays
- Held fifth annual Movie Night on Carroll Creek in 2018 and surpassed 10,000 attendees since the first season. Movie Night continues to be a fan favorite, family friendly event at the amphitheater
- Continued to install storefront holiday lighting on businesses downtown. To date, more than 100 storefronts have been lit
- Rebranded the Downtown Frederick Gift Card. The program has generated more than $1.5 million in sales at downtown businesses since the launch in 2006 ($230,000 was spent downtown with the gift card in FY19)

PROMOTION

MORE THAN 5,000 PEOPLE PROVIDED FREE TROLLEY RIDES ON FIRST SATURDAY

PARTNERED WITH DOWNTOWN RESTAURANTS TO CO-HOST THE FIRST EVER DOWNTOWN FREDERICK OYSTER CRAWL

REBRANDED DOWNTOWN FREDERICK GIFT CARD TO DATE, THE PROGRAM HAS GENERATED $1.5M IN SALES AT DOWNTOWN BUSINESSES

HIGHLIGHTED SPECIAL MENUS AT 18 RESTAURANTS DURING FREDERICK RESTAURANT WEEK

MORE THAN 70 DOWNTOWN BUSINESSES PARTICIPATED IN HALLOWEEN IN DOWNTOWN FREDERICK

17,000 PEOPLE ATTENDED THE 2018 ALIVE @ FIVE SERIES

DOWNTOWN FREDERICK PARTNERSHIP
19 E CHURCH ST
FREDERICK, MD 21701