

ARDMORE INITIATIVE

ARDMORE BUSINESS DISTRICT AUTHORITY - 2016 ANNUAL REPORT



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Our **MISSION** is to create and maintain a thriving, economically viable downtown business district for the benefit of merchants, residents, and visitors alike and to serve as advocates for the district's commercial property and business owners.

The Ardmore Initiative en**VISIONs** Ardmore as a vibrant, pedestrian-friendly downtown center with a diverse mix of businesses and restaurants.

A LETTER FROM THE EXECUTIVE DIRECTOR

We are happy to share our 2016 annual report with you, our community stakeholders.

2016 was a year of progress and continued movement forward. The Ardmore Initiative (AI) successfully obtained a planning grant from the PA Department of Community and Economic Development (DCED) to complete a Market Study to update the 2006 Retail Recruitment Plan and to create a Strategic Plan for AI to implement in the next 5 years. Under the direction of Assistant Executive Director Marie Suvansin, AI analyzed demographic and socioeconomic data, launched a stakeholder and consumer survey, and engaged Heritage Consulting Inc. to move forward with the Strategic Planning phase in 2017.

There is good economic news to share as well as we look back at 2016. Businesses that closed or relocated (11 total) were promptly replaced by thirteen (13) new businesses. Investment in the district continued at a healthy pace, with 37 properties investing more than \$2,335,319 in improvements. This represents a greater than 66% increase in property owner investment over 2015. Although the 2016 vacancy rate, approximately 4%, remained the same as 2015, six (6) properties in the district were sold in 2016, reflecting increased confidence in and commitment to a bright future for Ardmore.

ADVOCACY AND SUPPORT

We continued our advocacy efforts on your behalf, working with Lower Merion Township (LMT) on the temporary parking plan, revisions to the Noise Ordinance and other zoning issues, and successfully persuading LMT to allocate limited funds to address sidewalks, bricks, and tree beds damaged by tree roots.

Volunteers donated 1,445 hours, valued at \$33,325 by Independent Sector. Hundreds of additional volunteer hours were donated for events produced outside of the Ardmore Initiative umbrella, demonstrating that community engagement and entrepreneurial spirit remain strong in our town. We continue to recognize volunteer efforts through our annual “Charlie” Awards, given to those individuals, businesses or organizations who contribute their time and energy toward a vibrant Ardmore.



STREETSCAPE AMENITIES AND IMPROVEMENTS

As part of our “Walk Ardmore!” campaign we focused on creating a livelier, safer, more playful downtown in 2016. With a grant from the PA DCED and funds contributed by LMT, we installed 13 fun new bike racks and 30 new self-watering Earth Planters in Downtown Ardmore. These planters beautify the downtown, create a visual buffer between pedestrians and vehicular traffic, and help direct pedestrians to appropriate crosswalks. AI also re-bulbed the Ardmore “A” lights and lit the downtown trees for a welcoming and festive holiday presence.



Nancy Scarlato, Karen Ebbert, Christine Vilardo



Nancy Scarlato, Cheryl Allison, Christine Vilardo



ABOUT THE ARDMORE INITIATIVE

Created in 1993 the Ardmore Initiative (AI) is a business district authority responsible for economic development, advocacy, business recruitment and retention, marketing and promotions, streetscape amenities, and oversight of Façade Improvement Grant and Business Assistance Grant programs within Ardmore’s central business district. The organization is also a nationally accredited Main Street Program, and a Pennsylvania designated Keystone Communities Main Street.

WELCOME TO ARDMORE

Bam Bam Seoul
(under construction)

Fuel Cycle Fitness

Harkins Builders

Health & Hand Foot Spa

Just Beans

Nam Phuong
(under construction)

Nudy's Cafe

Play-a-Round Golf

PokéOno

Reflexology & Holistic Healing Center

Ripplewood
(under construction)

Sam's Asian Cuisine

Weight Watchers

RENOVATIONS, EXPANSION, RELOCATION

CDA Custom Printing

Firinji
(under new ownership)

Jason's Toridasu

Jeannie's Deli

Main Line United Brazilian Jiu-Jitsu

Matus Windows

The Beer Shoppe

FAREWELL

Ardmore Spy Shop

Body by Lorena

Boutique Iris

Cura AcuSpa

Hello Gorgeous

Isabel's Gown and Design

Lucky Girl

Marjorie Schneider Antiquary

Nick the Tailor

Parisienne Ladies Boutique

Wellness Quest



Taste of Ardmore - Photo: Haley Richter Photography



Live from the Lot - Photo: Courtesy of Ardmore Music Hall

EVENTS

Ardmore Initiative-produced events included a successful two-week Ardmore Restaurant Week in July and a "new and improved" 8th annual Taste of Ardmore in October. In addition to excellent tastings by 19 restaurants, this year brought a competitive edge to the evening. The brand-new Ardmore Kitchen Challenge and Homebrew Competition gave home chefs and brewers a chance to showcase their best for our Taste of Ardmore audience. An expanded outdoor space with live music rounded out a wonderful evening.

In 2016 the Ardmore business community again stepped up to produce a variety of crowd-pleasing events. We welcomed popular returning events like the Easter Egg Hunt, Ardmore Oktoberfest, Halloween Spooktacular, Cricket Cringle, and Ardmore Music Hall's *Live from the Lot* as well as new events such as Maido's O-bon festival, Cricket Avenue's Summer Supper, and Cricket POPS. Special thanks to the Ardmore Business Association, Ardmore Music Hall, Bizzy Mamas, John Henry's Pub, Maido, McCloskey's Tavern, and pucciManuli for their successful efforts to bring lively multi-cultural events to our downtown. The Ardmore Initiative was proud to lend our support to these activities.

ASSET ENHANCEMENTS

Ardmore Initiative awarded facade improvement grants totaling \$19,920 to the following six (6) businesses for facade projects totaling \$40,574.

CLOTHES MENTOR	2,949
JASON'S TORIDASU	3,934
STUDIO ML	3,693
JEANNIE'S DELI	5,000
POKÉONO	800
FUEL CYCLE FITNESS	3,544



Clothes Mentor Before



Clothes Mentor After



Jason's Toridasu Before



Jason's Toridasu After



Jeannie's Deli Before



Jeannie's Deli After



PokéOno Before



PokéOno After



StudioML Before



StudioML After



Fuel Cycle Fitness Before



Fuel Cycle Fitness After

BUSINESS ASSISTANCE GRANT

With Community Development Block Grant (CDBG) funds via LMT, AI awarded Business Assistance grants of \$20,000 each to Jeannie's Deli and PokéOno.

PUBLIC INVESTMENT IN PUBLIC SPACES

LMT CDBG program for ADA ramps:	143,700
LMT parking improvements:	20,000
Aqua Pa work on Anderson Avenue:	200,000
Ardmore Initiative:	
Planters*	17,585
Bike Racks*	15,184
Benches*	9,745
Holiday Lights	7,054
Mulching	1,500
*supported by funds from PA DCED and LMT	
TOTAL	414,768

"I have been investing in real estate for many years all around the Philadelphia area, and I can sum up my reasons for committing to Ardmore in one word: Potential. The stars finally seem to be aligned for a revitalization of our wonderful small urban city within the suburbs."

- Peter S. Martin, Ripplewood Whiskey & Craft

MARKETING AND PROMOTIONS

- Seasonal and special event marketing campaigns designed to engage target markets such as Valentine’s Day *Show the Love*, *St. Paddy’s Day Pub Crawl*, *Small Business Saturday Shop Small* campaign, and the *Win the Window* holiday promotion
- Dedicated Ardmore supplements in Main Line Today Magazine and Main Line Media News reaching over 200,000 households
- Bi-monthly e-blasts to 1,700+ engaged subscribers
- Website and Social Media: DestinationArdmore.com averaged over 1,800 unique users/month and had over 58,000 page views in 2016. @DestinationArdmore and @ArdmoreInitiative social media handles continued to be a popular and effective way to communicate with stakeholders, visitors, and potential business partners

2016 FINANCIAL INFORMATION

REVENUES	AI	ACDF	TOTAL
ASSESSMENT REVENUE	218,888	0	218,888
FEE FOR SERVICE	4,200	0	4,200
FUNDRAISING EVENTS, SPONSORSHIPS & CONTRIBUTIONS	4,080	31,925	36,005
INTEREST INCOME	364	0	364
GRANTS	42,752	0	42,752
ACDF TO AI TRANSFER	31,425	(31,425)	0
TOTAL REVENUE	301,709	500	302,209
EXPENSES			
BUSINESS SUPPORT & ADVOCACY	141,164		141,164
ECONOMIC DEVELOPMENT & MKTG	35,109		35,109
FUNDRAISING & EVENT EXPENSES	8,787		8,787
GENERAL & OPERATING EXPENSES	54,735	1,900	56,635
STREETSCAPE	43,158		43,158
TRAINING & PROFESSIONAL DEVELOPMENT	714		714
GRANTS AWARDED	32,752		32,752
TOTAL EXPENSES	316,419	1,900	318,319
NET INCOME	(14,710)	(1,400)	(16,110)
*Pre-audit figures, reported on accrual basis			



The above stated loss included a noncash deduction for depreciation in the amount of 2,940. The transfer from ACDF to AI of \$31,197 includes \$7,500 from ACDF which represents additional monies from prior years transferred to AI in 2016. Additional Streetscape expenditures were necessary to satisfy the requirements of matching funds for state –awarded grants. Further, certain expenses made in 2016 will be reimbursed by the DCED in 2017 in the amount of 3,955.00. The Net of all above stated factors is a net deficit of \$11,226.00 for 2016.

“Nothing is guaranteed in today’s business environment. With that in mind we were very careful in selecting our second community for expansion. Having spent ten years getting off the ground in Malvern, we wanted our next site to build on that success and believe Ardmore provides a friendly community of golfers and future golfers. We also look forward to helping you draw closer together through ‘the greatest game.’ Let us know how we may serve you.”

- Steve Graves, Sr. Play-a-Round Golf

THANK YOU

TO OUR 2016 SPONSORS AND COMMUNITY PARTNERS



**ARDMORE
TOYOTA**



**CENTRAL CITY
TOYOTA**



**PAUL BROS.
AUTO BODY**



**ARDMORE
AUTO BODY**

MAX PAUL FAMILY ORGANIZATION



DRANOFF



PECO

Suburban Square

Ardmore Banking Advisors

Ardmore Rotary

Berkshire Hathaway

Bryn Mawr Trust

Core Development

Farryn Electric

Green Mountain Energy

Hayden Printing

King's Collar Shirtmakers

Main Line Coin & Stamp

Rossi Shoes

Swain Destinations

COMMUNITY PARTNERS

Ardmore Business Association

Ardmore Community Development Fund

Christian Hoyt, PayUSA

Cricket Avenue

Dan Coval, Andrew L. Miller & Associates, P.C.

Lower Merion Police Department

McCloskey's Tavern

Main Line Media News

Main Line Today

Merion Fire. Co. of Ardmore

Pennsylvania Department of Community and Economic Development

Pennsylvania Downtown Center