

How was the investment spent?

Posted: Tuesday, January 19, 2016 12:02 am

Happy New Year. Let's get this New Year started with some facts. Based on recent discussions about the borough's budget, Main Street Gettysburg (MSG) wants to let the public know how MSG used the borough's 2015 \$20,000 investment and why it is important to continue this funding. The following information was reported to the borough on Dec. 10, prior to the April 2016 due date. Below is an account of MSG's very busy, enjoyable and rewarding 2015 services provided to the borough based on the approved funding request.

The Baltimore Street Revitalization project accounted for more than 600 hours of MSG time in 2015. MSG held regular committee meetings throughout the year, organized a community input meeting in June to gather ideas for the project, facilitated a new "Steppin' Out in Lincoln's Footsteps" event in October, supported Nancie Gudmestad with a successful fundraising campaign for the neighborhood's first facade mural project, completed a grant application with matching funds for a Revitalization Master Plan, and formed the Baltimore Street Historic Pathway Revitalization committee.

Business Advocate and Economic Development entailed approximately 1500 hours of MSG time in 2015. A new business inventory list of Historic Gettysburg was completed and now maintained with updated information; a "Welcome Packet & Business Guide" was created and distributed to both the business and the realtor communities; a new business email 'blast' called "Main Street Minutes" improved communications; the "From the Ground Up" town clean-up continued; and many personal visits to businesses occurred.

The Steinwehr Avenue Business Improvement District support accounted for approximately 400 hours of MSG time in 2015. As the administrator of the BID, MSG has provided administrative and leadership support in monthly meetings, events, and initiatives, assisted with streetscape and transportation enhancement projects, supported marketing, advertising, public relations and events, and provided support in new business development of the district. A new "Victorian Christmas on Steinwehr" event was held on Dec. 12 and plans are for expansion in 2016. While the BID contributes \$20,000 to MSG for administrative services, the cross-over benefits with MSG as a liaison to the borough and the rest of the town are important. For example, MSG coordination of the buying, hanging and watering the flowers reduces borough staff time.

The Gettysburg Borough Financial Grant and Loan programs. Administering these programs requires meeting state requirements for applying and closing out loans, holding public meetings, soliciting for interested participants and handling all of the paperwork. There

are currently six Zero Interest Loans open totaling \$66,002. In 2015, MSG completed the close-out process for the 2013 Fa ade program and applied for another \$50,000 Fa ade Improvement Grant. A waiting list of 18 Fa ade grant applicants indicates the program's success.

Attracting donations to pay for Borough Services: MSG, a 501(c)3, dedicates approximately 20 percent of its time to organizational administration and fundraising. A new fundraising campaign called 100 Donors at \$100 was conducted in 2015 and successfully raised \$11,000. The campaign illustrated wide-spread support from Gettysburg-area businesses and residents, as well as supporters from Alabama, Alaska, New York, Maryland and D.C. donating to the cause. You cannot place a value on the volunteer hours contributed by the community.

MSG appreciates the borough's difficult budget challenges and hopes that this information helps in their decisions. Please go to our website at mainstreetgettysburg.org for more information or contact us at info@mainstreetgettysburg.org.

Deb Adamik is president of Main Street Gettysburg.