

# Ardmore Business District Authority The Ardmore Initiative Annual Report 2014



Pictures by Todd Photography

## BOARD OF DIRECTORS

**Michael A. Coughlan**, Chair, State Farm Insurance  
**Joe Petrucci**, Vice Chair, JPM Catering  
**Brett Swain**, Treasurer, Swain Destinations  
**Nancy Scarlato**, Secretary, Jr. League of Phila.  
**Harry Allhouse**, Harry's Treasures & Collectibles  
**Lou Barson**, 43 Cricket  
**Linda Blum**, Infiniti of Ardmore  
**Lisa Burns**, Jack Burns Architecture  
**Mark Curran**, Suburban Square  
**Ken Davis**, Duane Morris Government Strategies  
**Mack Emanuel**, Wells Fargo Insurance (ret)  
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**Mike Silver, Esq.**, Law Firm of Silver & Silver

### ex officio

**Commissioner Anna Durbin**, LMT  
**Commissioner Cheryl Gelber**, LMT  
**Commissioner Steven Lindner**, LMT

### Staff

**Christine Vilardo**, Executive Director  
**Linda Suter**, Office Manager (PT)  
**Nicole Ratke**, Marketing Director (PT)  
**Cyndi MacFarland**, Office Staff (PT)  
**Harry Williams**, Sidewalk Cleaning & Maintenance (PT)  
**Victor Foster**, Sidewalk Cleaning & Maintenance (PT)

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**VISION**s Ardmore as a vibrant, pedestrian-friendly downtown center with a diverse mix of businesses and restaurants.

## DEAR STAKEHOLDERS,

Well 2014 was quite an eventful year for Ardmore and we are happy to share our 2014 annual report with you, our community stakeholders. This report details the efforts of the Ardmore Initiative on your behalf and also showcases the changes, projects, and activities that contribute to the growth of the Ardmore business district.

Of special note:

- Residential housing stock increased with the opening in October of the new Declan House, offering 34 new and spacious luxury one and two bedroom apartments with modern amenities
- AI received a \$50,000 grant from the Pa Department of Community & Economic Development to continue our façade improvement grant program
- We welcomed 10 new businesses to Ardmore in 2014, including the newest Iron Hill Brewery in Ardmore Plaza which is exceeding all expectations
- AI became a Pa-designated Keystone Community Main Street Program
- AI won a "Townie" Award from the Pa. Downtown Center for our successful Business Assistance Grant program, funded by HUD Community Development Block Grants
- AI Executive Director Christine Vilardo, was named the 2014 recipient of the F. Karl Schaufele Community Service Award by the Main Line Chamber of Commerce
- Most importantly, as you may be aware, Lower Merion Township and Dranoff Properties were notified last September that \$14 million (\$10.5 for One Ardmore Place and \$3.5 for Septa/Ardmore Transit Center) of the previously awarded and later withdrawn RACP funds were reinstated and that One Ardmore Place was a "go". This mixed-use project calls for approximately 110 apartments with underground parking for residents, a 3 level public parking garage, and 8,000 square feet (+/-) of new retail space. The project is on track for a late Spring 2015 construction start.
- Since learning that the grant funds were restored, AI created and began the immediate roll-out of *Destination Ardmore*, our marketing and public relations campaign to promote our businesses and business owners and let the public know that Ardmore is open for business during construction and beyond. This plan includes financial incentives to shoppers, increased PR and Marketing efforts, creative parking solutions, and more. We have been meeting with our local businesses, with LMT staff and officials, with Dranoff Properties, and his PR firm, Brian, to craft a plan that is proactive, responsive, flexible, practical and that will minimize construction disruption to our businesses.

We look forward to continuing to work on your behalf as we move Ardmore forward.

Mike Coughlan

Chair, The Ardmore Initiative



Pictures by Todd Photography



## NEW IN 2014

Alexander Horn & Co.

Host Furniture

Iron Hill Brewery

Local Wine & Kitchen  
(formerly Café San Pietro)

Main Line Meditation

PageBoy

Parisienne Ladies Boutique

Rogers & Associates

Shade Sunless Tanning Co.

Radical Aliveness Philadelphia

## FAREWELL

Mix Marketing

Paint Spot

Philadelphia Sports Club

Shanti Medical

Stash Knits

Subway

VIP Nails

We Promote You

## LOCATION CHANGE

Republican Headquarters  
(moved to 90 Cricket)

Lonni Rossi Studios  
(moved to 10 E. Athens)

**"McCloskey's this year celebrated our 80<sup>th</sup> year of operation in Downtown Ardmore. We have been operating the business the last 5 years and have seen Ardmore drastically change, in a positive way, due to the leadership of the Ardmore Initiative. In 2014 Ardmore saw great successes including another Oktoberfest, successful community events and a wonderful holiday season. We look forward to a great 2015 and continuing to work with AI to make Ardmore a great place to live, shop and dine!"**

- Phil Doherty, McCloskey's Pub

## INTRODUCTION TO THE ARDMORE INITIATIVE: ORGANIZATION

The organizational structure follows the Main Street Four Point Approach to downtown Revitalization: Organization, Promotions, Asset Enhancement, and Safe Clean & Green.

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 programs within Ardmore's central business district. Starting as the Ardmore Main Street program in 1988, we became a municipal business district authority in 1993, and were renewed in 1998, 2003, 2008, and 2013. We are a nationally accredited Main Street Program, and a Pennsylvania designated Keystone Communities Main Street. The organization's constituent base is made up of business and property owners within the district and our primary source of funding is a special assessment on commercial properties within the district boundaries.

We cannot do our work without the dedicated efforts of our volunteer Board of Directors. Our 11-17 member Board consists of local property and business owners, residents, professionals and LMT officials who serve ex-officio. Along with their time and expertise, our Board members also contribute financially to the organization. The staff consists of a full-time Executive Director, 2 part-time administrative assistants, and 2 part-time persons responsible for sidewalk cleaning (942 hours in 2014). AI also sub-contracts a Marketing Director on an as-needed basis.

In addition to the working Board, many in the community serve as volunteers on committees, special projects, and special events. The Initiative conducts its activities through Board-led committees and Task Groups.

In 2014 the LMT BOC reappointed Board members Harry Althouse, Mark Curran, John Iannacone, and Joe Petrucci to additional 5-year terms and appointed Linda Blum (Infiniti of Ardmore) to a first 5-year term. The AI Board elected Joe Petrucci as Vice-Chair.

1,105 Volunteer hours devoted to Ardmore in 2014, values at \$21.09 per hour = \$23,304 in donated time



**"THE AI TEAM IS THE BEST** at making sure that the businesses under their stewardship receive the support they need to continue the jobs they do best."

– Janice Martin, Janice Martin Couture

## ASSET ENHANCEMENT

219 district businesses occupy ground level of which 50% are retail and restaurant

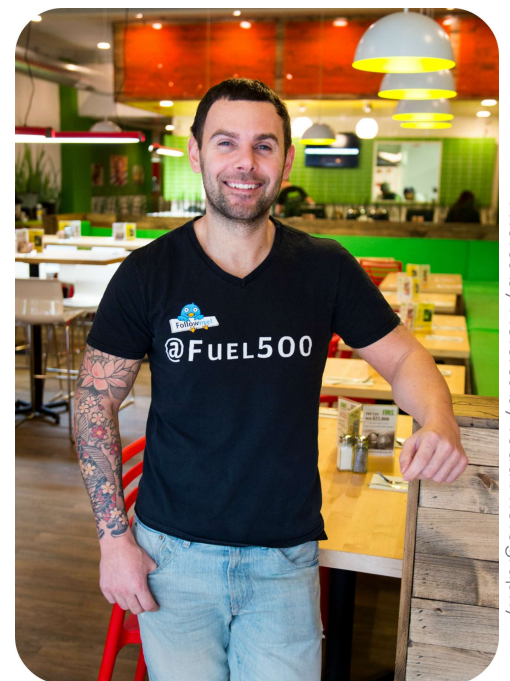
\$2,688,579\* in improvements to 51 properties in 2014

Façade Improvement Grants totaling \$22,843.03 were awarded to the following 8 business/property owners for facade projects totaling \$74,753.36:

|                                  |                  |
|----------------------------------|------------------|
| <b>Eagleville Nail Salon</b>     | <b>\$562.33</b>  |
| <b>MainLine Ballroom</b>         | <b>\$3828.15</b> |
| <b>Stephen Gaylon</b>            | <b>\$5000.00</b> |
| <b>Wm Penn Realty</b>            | <b>\$5000.00</b> |
| <b>First Position Dance Arts</b> | <b>\$1325.00</b> |
| <b>Main Line Meditation</b>      | <b>\$1017.00</b> |
| <b>Janice Martin Couture</b>     | <b>\$2152.00</b> |
| <b>Swain Destinations</b>        | <b>\$3958.55</b> |

In 2014, we continued the CDBG funded Business Assistance Grant program, awarding a \$25,000 grant to Fuel Ardmore. Fuel joins past awardees, The Tasting Room, Lulu's Casita, Tired Hands Brewing Company, and Viva Video. These 5 recipients have created 25 Ft and 20 PT jobs for low-moderate income individuals.

\*Data provided by LMT permit applications



Photos by Pictures by Todd Photography

## PROMOTIONS

April and November "Ardmore Spotlight" Supplements in Main Line Today Magazine- reach over 230,000 readers with an additional 1000 copies distributed at community events

Main Line Times Holiday supplement reached over 30,000 area households

Seasonal and event marketing campaigns designed with a variety of print and online components to reach target markets at key points of interest

Ardmore Agenda, quarterly print newsletter (also available online)

Advertising campaigns (print and online) with Main Line Media News and Main Line Today. Additional advertising and marketing efforts with Lower Merion Township, Main Line Neighbors, The Town Dish, VisitPhilly and other local and regional organizations

Weekly E-blasts to over 1700 subscribers

Daily social media interaction with a community of over 1,000 interested parties

Planning, promotion, and execution of several special events aimed at driving traffic into downtown Ardmore businesses, including our signature event, Taste of Ardmore. In its 6th year in 2014, the event involved 17 restaurants, 14 retailers, 5 salons and 19 volunteer models in a showcase of Ardmore's food and fashion scene. "Taste" and other events generated approximately \$21,000 in event sponsorships, vendor fees, and ticket sales



Haley Richter Photography



Photo by John Neill Painting

## 2014 "Charlie" Award Recipients

### CHARLIE AWARD:

**Anna Durbin**, Lower Merion Township

### SHINING STAR:

**Max Paul**, Ardmore Toyota

### COMMUNITY BRIGHT SPOT:

**Andrea Tirnauer**, The Mud Room

## 2014 FINANCIAL INFORMATION\*

| REVENUES  | AI              | ACDF         | TOTAL           |
|---|-----------------|--------------|-----------------|
| Assessment Revenue                                  | 185,731         | 0            | 185,731         |
| Fee for Service                                     | 8,260           | 0            | 8,260           |
| Fundraising Events,<br>Sponsorships & Contributions | 37,635          | 5,716        | 43,351          |
| Interest Income                                     | 340             | 0            | 340             |
| Grants  | 14,390          | 0            | 14,390          |
| <b>Total Revenue</b>                                | <b>246,356</b>  | <b>5,716</b> | <b>252,072</b>  |
| Expenses  |                 |              |                 |
| Business Support & Advocacy                         | 130,285         | 0            | 130,285         |
| Economic Development & Marketing                    | 34,108          | 0            | 34,108          |
| Fundraising & Special Event Expenses                | 14,802          | 0            | 14,802          |
| General & Operating Expenses                        | 65,035          | 1,582        | 66,617          |
| Streetscape   | 33,989          | 0            | 33,989          |
| Training & Professional Development                 | 286             | 0            | 286             |
| Grants Awarded                                      | 4,390           | 745          | 5,135           |
| <b>Total Expenses</b>                               | <b>282,895</b>  | <b>2,327</b> | <b>285,222</b>  |
| <b>Net Income (Loss)</b>                            | <b>(36,539)</b> | <b>3,389</b> | <b>(33,150)</b> |

\*Pre-audit figures, reported on accrual basis

The above stated loss includes \$12,000 of depreciation. Further, these financials reflect grant and assessment revenues, which were reported as income in prior year and were disbursed in 2014. From a cash flow standpoint, 2014 was a breakeven year. We have reported included financial reports from both the Ardmore Initiative and the Ardmore Community Development fund to provide the most accurate financial picture.

**"WE ARE THRILLED TO FINALLY BE OPEN IN ARDMORE. It is a destination in which Iron Hill has been interested for quite some time. We have found the town to be very warm and welcoming to us, especially the Ardmore Initiative, Ardmore Business Association and the Main Line Chamber of Commerce. We are finding that we made a great decision opening here. With all of the development happening in the area, we are excited for what the future holds for the town."**

— Jordan DeMaio, Iron Hill Brewery