

ANNUAL REPORT

2017





Thank you for making 2017 yet another remarkable year for the Ardmore Business District. With support and feedback from the community, we successfully completed a market study and strategic planning process that will propel our organization and downtown forward for the next 5 years.

Building on the customer survey that received 704 responses in 2016, we conducted 5 focus groups and a market analysis to better understand our consumers and the Ardmore Business District's potential for commercial growth. Under the guidance of Heritage Consulting Inc., we hosted 2 public meetings to gather additional community input and wrote the Business Recruitment Plan and Strategic Plan 2018-2023. We are pleased to announce that our new mission and vision statements reflect our commitment to fostering an inclusive and welcoming downtown environment with a business mix that reflects the socioeconomic diversity of our residents and shoppers.

We also worked tirelessly to brand downtown Ardmore as a true destination, hosting a menu of signature events and issuing media releases that brought excitement to our streets. We also saw significant private investment and look forward to seeing the fruits of this labor realized through specialty food and dining openings in early 2018.

We wholeheartedly thank you for your unwavering support and look forward to executing our shared vision for the Ardmore Business District in the next 5 years.

Warmly,
Marie Suvansin
Executive Director

"...A PEDESTRIAN-FRIENDLY, NEW TOWN WITH NEW LIFE..."

MAIN LINE TODAY

"...MAIN LINE'S COOLEST TOWN FOR EATING AND DRINKING..."

PHILADELPHIA INQUIRER

"... A HAVEN FOR FOODIES..."

CBS PHILADELPHIA

"...BUSTLING SUBURBAN BUSINESS CORRIDOR..."

PHILADELPHIA BUSINESS JOURNAL

MISSION & VISION

The MISSION of the Ardmore Initiative is to manage the business improvement district in Ardmore, PA, to improve the business mix, to foster the preservation and development of downtown's historic buildings, be an advocate for business and property owners, promote the downtown for the benefit of all Ardmore residents, and to partner with the Township of Lower Merion and area community organizations.

Our VISION for downtown Ardmore is to create a welcoming, walkable, and inclusive downtown that offers a vibrant business mix, including family-friendly independent and national retail stores and service businesses. Our specialty food shops and restaurants build on our already robust reputation as a regional dining destination. Downtown will serve as a vital destination for all Ardmore residents and visitors, with shops and eateries to meet every budget. Our yearlong calendar of well-regarded and highly anticipated special events will make memories for generations.

2017 YEAR IN REVIEW

STREETSCAPE AMMENITIES & ENHANCEMENTS

With landscaping services provided by Charles Friel Landscaping, and with assistance from the Tired Hands Volunteer Corps, the Ardmore Initiative planted seasonal arrangements in the 30 Earth Planters which we purchased and installed in 2016. Thank you to Pennywise Thrift Store for purchasing 2 additional planters to beautify their facade.

IN 2017, THE ARDMORE INITIATIVE:

- Maintained 50 cast iron merchant flower pots with seasonal and holiday plantings.
- Re-bulbed and installed 66 snowflake lights with warm white LED lights, lit 37 trees for the holiday season, and installed and lit birch branches on Cricket Avenue business facades.
- Spent 1,750 hours cleaning downtown sidewalks.
- Organized the Tired Hands Volunteer Corps to complete a clean-up of Schuffele Plaza.

ECONOMIC DEVELOPMENT

2017 WAS A LIVELY YEAR FOR COMMERCIAL REAL ESTATE IN THE DISTRICT.

- 5 commercial properties within the business district were sold and 3 are owner-occupied. Owner-occupied buildings demonstrate owners' commitment both to their businesses and to their community, and bring stability to the commercial district.
- 2 businesses, pucciManuli and Delice et Chocolat expanded into larger, more prominent locations, adding vibrancy in the heart of the commercial district.

OWNER & INFRASTRUCTURE INVESTMENT

Property owners invested \$2,826,732 in improvements to 59 properties in the business district.

Lower Merion Township invested \$4,570 on parking signage and provided \$2,790 in support of the AI beautification and holiday lighting programs.

Aqua Pennsylvania invested approximately \$4.3 million in infrastructure improvements in Ardmore and throughout Lower Merion Township.

ADVOCACY & SUPPORT

2017 saw the start of construction on the long-awaited One Ardmore Place mixed-use development. The Ardmore Initiative worked hard to minimize disruption to the surrounding businesses.

IN 2017, THE ARDMORE INITIATIVE:

- **ENGAGED** Aversa PR to bring media coverage to Ardmore's small businesses and to advise on special events designed to bring more visitors to downtown. This support was possible due to the generous financial support of Dranoff Properties.
- **HELD** regular meetings with affected businesses to address time-sensitive concerns.
- **SENT** weekly updates to stakeholders on construction activities, road closures, and related activities.
- **ENGAGED** with LMT to monitor parking demands and created parking maps, signage and informational pieces for the public.
- **FORMED** a peer-review committee and provided micro-grants to businesses around the construction site to address their specific needs.
- **SUPPORTED** the efforts of local businesses pucciManuli and Lulu's Casita to produce Ardmore's family-friendly, construction themed event, the Big Dig, which drew over 2,000 fans of big trucks.
- **PRODUCED** Ardmore Restaurant Week, Ardmore Oktoberfest, Taste of Ardmore, Ardmore Outdoor Movie Nights, and Cricket Cringle. AI supported business-driven events such as Cricket Boo, Halloween Spooktacular, Easter Egg Hunt, Maido's O'Bon Festival, Main Line Bike Race, and Santa's Arrival.
- **CO-PRODUCED** with Phila. Flea Market a series of Ardmore Antique & Vintage Markets along Rittenhouse Place.
- **RE-LAUNCHED** the successful Downtown Dollars gift card program. The program allows shoppers to double purchasing power when patronizing participating businesses. AI released \$10,000 of Downtown Dollars, resulting in \$20,000 circulating in the local economy. As of 2/28/18, 49 businesses participated in the program and shoppers redeemed \$10,851, with 50% of the purchases being made at businesses around the construction site.
- **COORDINATED** volunteer efforts resulting in 1,298 hours donated to downtown Ardmore projects, valued at \$31,000.
- **CREATED** seasonal and event marketing campaigns designed to bring shoppers and visitors to downtown.
- **CONTINUED** marketing campaigns with media outlets such as Main Line Today, The Town Dish, Bryn Mawr Film Institute and Main Line Times.
- **CREATED** Bi-monthly e-blasts to 1,800+ engaged subscribers.



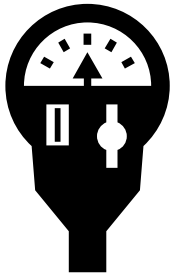
Photography by Philip Green

WELCOME TO ARDMORE

Ardmore Grooming Station
 Bam Bam Seoul Kitchen
 Black Moth Tattoo and Gallery
 Bounce Back Physical Fitness
 Delice et Chocolat
 Pala'a Latin American Seafood
 Puns Toys
 Studio 100 by Borica
 Tired Hands General Store
 Tropicraft
 Yi's Boba

UNDER CONSTRUCTION 2017/OPENING 2018

Common Space
 LaBelle Nail Salon
 Nam Phoung Bistro
 Resources for Human Development
 Ripplewood Whiskey & Craft
 The Bercy
 The Living Room at 35 East



ARDMORE PARKING

Total LMT parking revenue
 \$1,941,628
 Total LMT meter revenue
 \$895,841
 LMT Ticket revenue
 \$632,112
 LMT Lot permits
 \$273,237

In Ardmore, \$441,382 was meter revenue, \$258,295 ticket revenue and \$130,620 lot permits for a total of \$830,297 or approximately 43% of total revenue.

There were 1,301 lot permits sold in LMT with 622 sold in Ardmore.

ARDMORE BY THE NUMBERS

2016 Financial Information

| Revenues | AI | ACDF | Total |
|--|----------------|--------------|----------------|
| Assessment Revenue | 224,421 | 0 | 224,421 |
| Fee for Service | 12,937 | 0 | 12,937 |
| Fundraising Events, Sponsorships & Contributions | 142,304 | 36,867 | 179,171 |
| Interest Income | 284 | 16 | 300 |
| Grants | 41,855 | 0 | 41,855 |
| Reimbursed Program Expenses | | - | - |
| ACDF to AI Transfers | 34,500 | (34,500) | - |
| Ardmore Gift Card | 6,766 | | 6,766 |
| Miscellaneous | 2,393 | | 2,393 |
| Total Revenue | 465,460 | 2,367 | 467,827 |
| Expenses | | | |
| Business Support & Advocacy | 154,879 | 0 | 154,879 |
| Economic Development & Marketing | 89,729 | 600 | 90,329 |
| Fundraising & Special Event | 33,591 | | 33,591 |
| General & Operating Expenses | 61,952 | 830 | 62,782 |
| Streetscape | 56,485 | 0 | 56,485 |
| Grants Awarded | 38,484 | 0 | 38,484 |
| Total Expenses | 435,120 | 1,430 | 436,550 |
| Net Income/(loss) | 30,340 | 937 | 31,277 |

* Pre-audit figures, reported on accrual basis

The above stated profit includes noncash deduction for depreciation in the amount of 2123.00

ASSET ENHANCEMENTS



Business Assistance Grant Awarded Delice et Chocolat \$20,000.00

FAÇADE GRANT RECIPIENT

GRANT \$/PROJECT COST

| | |
|-----------------------|-------------------|
| Bam Bam Seoul Kitchen | \$2,915/\$5,830 |
| The Party Place | \$5,000/\$10,865 |
| Delice et Chocolat | \$5,000/\$12,875 |
| 56 E Lancaster Ave | \$568.69/ \$1,137 |
| 18 E Lancaster Ave | \$4247.5/\$8,495 |

EXPECTED

| | |
|----------------------------|---------|
| pucciManuli | \$5,000 |
| Ripplewood Whiskey & Craft | \$3,455 |
| Yi's Boba | \$1,000 |
| The Bercy | \$5,000 |

THANK YOU

TO OUR 2017 SPONSORS, COMMUNITY PARTNERS AND VOLUNTEERS

SPONSORS

**DRANOFF PROPERTIES - LOWER MERION TOWNSHIP - PECO - ARDMORE TOYOTA
BRYN MAWR TRUST - BOB CERMIGNANO HVAC - ARDMORE ROTARY - TIRED HANDS
BREWING COMPANY - IRON HILL BREWERY & RESTAURANT - ARDMORE MUSIC HALL
STATE FARM INSURANCE - CORE DEVELOPMENT - SILVER & SILVER - AQUA PA**

IN-KIND SPONSORS AND EVENT PARTICIPANTS

AQUA HUT DIVE & TRAVEL - ARDMORE STATION CAFE - BAM BAM SEOUL KITCHEN - BARB CHOTINER/BZ
DESIGNSTUFF - BESITO MEXICAN - BIZZY MAMAS - BUILDON LOWER MERION - CDA PRINTING - DAD'S HAT
RYE WHISKEY - DANCESPORT ACADEMY - DELICE ET CHOCOLAT - DRESSLER ESTATES - FARRYN ELECTRIC
FASTSIGNS MAIN LINE - FUEL CYCLE FITNESS - HARKINS BUILDERS - HARRY'S TREASURES & COLLECTIBLES
HAYDEN PRINTING - IMAGE 360 - JACK BURNS ARCHITECTURE - JACK MCSHEA'S - JOE STEFANKIEWICZ, DJ
JULES THIN CRUST - JUNIOR LEAGUE OF PHILADELPHIA - KENDRA SCOTT - KING'S COLLAR SHIRTMAKERS
KRISTA PATTON PHOTOGRAPHY - LET THEM PLAY LEARNING CENTER - LULU'S CASITA - MAIDO! A
MARKETPLACE OF JAPAN - MAIN LINE BREWERS ASSOCIATION - MAIN LINE OPTICAL - MAIN LINE WINE
EVENTS - MANATAWNY STILL WORKS - MAROKKO - MCCLOSKEY'S TAVERN - MERION ART & REPRO - NOT
YOUR AVERAGE JOE'S - PAST*PRESENT*FUTURE - PATRICIA NOGAR, LIVING WELL WITH PAT NOGAR
POKEONO - PUCCIMANULI - SEAL EVENTS - SHADE SUNLESS - SIX:EIGHT VINEYARD CHURCH - SNAP
CUSTOM PIZZA - STEPHANIE SEAL - THE BERCY - THE TASTING ROOM (JPM MARKET) - TRILLIUM - YI'S BOBA

COMMUNITY PARTNERS AND VOLUNTEERS

ANTHONY HENNESSY - ANNA J. SACHS - ARDMORE BUSINESS ASSOCIATION - ARDMORE COMMUNITY DEVELOPMENT
FUND - BETHEL AME YOUTH CHOIR - CHRISTIAN HOYT, PAYUSA - CRICKET AVENUE - FIRST POSITION DANCE ARTS
FRIENDS' CENTRAL SUMMER PROGRAMS - IAN SWAIN - JEFF CROMPTON - JEFF MARTIN - KATY O'GARA - LOWER
MERION POLICE DEPARTMENT - MAIN LINE CLASSICAL - MAIN LINE MEDIA NEWS - MAIN LINE TODAY MAGAZINE
MERION FIRE CO. OF ARDMORE - MERION MERCY HIGH SCHOOL HANDBELLS & ENSEMBLE - MINA TATAR
PENNSYLVANIA DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT - PENNSYLVANIA DOWNTOWN
CENTER - PHILADELPHIA STUDIO BALLET - PHIL FRANKS

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