



Ardmore Initiative • Ardmore Business District Authority



ANNUAL REPORT

2018

Celebrating Our Dedication to Downtown Ardmore from 1993 - 2018!



EXECUTIVE MESSAGE

Dear Stakeholder,

We're so pleased to share our 2018 annual report with you. Ardmore is bustling with regionally acclaimed new restaurants, new shops, and the long-awaited One Ardmore Place development, with parking garage, is almost complete.

2018 marks the 25th anniversary of Ardmore Initiative working to create a welcoming and vibrant downtown Ardmore. Throughout this report you will see highlights from 2018 as well as the cumulative effect this organization has had in the Ardmore business community. We are excited about the energy in our district and committed to executing our 5-year strategic plan which will bring an improved Ardmore experience for all.

A series of staffing transitions capped off the year. Former Executive Director Christine Vilardo retired in fall 2017, and her successor, Marie Suvansin, relocated to California shortly thereafter in Spring 2018. I resigned my position on Ardmore Initiative's Board and proudly stepped in as Interim Executive Director in June. We also welcomed Philip Green aboard as our Main Street Manager in May, and Emily VanNess as our Data Manager in June.

Thank you to our sponsors, supporters and volunteers. Your partnership with Ardmore Initiative is truly making a difference.

Sincerely,



Nancy Scarlato
Executive Director



History & Mission

Founded in 1993, Ardmore Initiative (AI) has revitalized our community's historic downtown district through business assistance, advocacy, district marketing and events, streetscape cleaning and improvements, and much more. AI is proud to be a nationally accredited Main Street Program and PA designated Keystone Communities Main Street. AI's programming is funded in-part through a special assessment on the district's commercial properties. This assessment has been resoundingly renewed four times since 1993 and is clearly a testament to our successful revitalization efforts.

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.



DOWNTOWN ARDMORE

by the Numbers



20,000 daily vehicles
down Lancaster Ave

67,000+ annual riders
at Ardmore Train Station



\$757,076
in parking
revenue
to LMT
in 2018



13 new
businesses
in 2018



457,000
Square feet
currently
under
construction



96% first floor
commercial
occupancy

235
storefronts



Business Mix

27% Retail & Experience, 23% Dining
23% Personal Service, 20% Professional Service
5% Automobile, 2% Community



\$14,903,868
private investment to
51 properties in 2018



\$3,800,000
PECO infrastructure
investment in 2018



STREETSCAPE

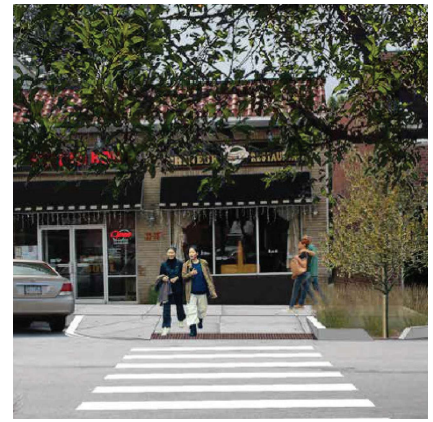
- 1,747 hours dedicated to sidewalk cleaning.
- 66 snowflake lights installed to charm holiday shoppers.
- 47 planter urns replanted for spring and fall.
- 44 total planter boxes replanted three times.
- 30 trees strung with lights to warm up the winter.
- 28 "A" lights installed to set Ardmore apart.
- 7 new planter boxes added to beautify the district.



60 storefronts renovated using **\$315,000** of grant funds raised by Ardmore Initiative.

\$165,000 secured by Ardmore Initiative to rehabilitate **8 properties** for expanding businesses.

4 Downtown Dollars promotions have infused **\$95,000** into the local economy.



2018 Highlight Walkability Audit Report

Foot traffic is the lifeblood of our historic downtown district. That's why we used PA grant funds to hire the Montgomery County Planning Commission to study ways to improve safety for our visitors traveling by foot, bike, wheelchair, or stroller.

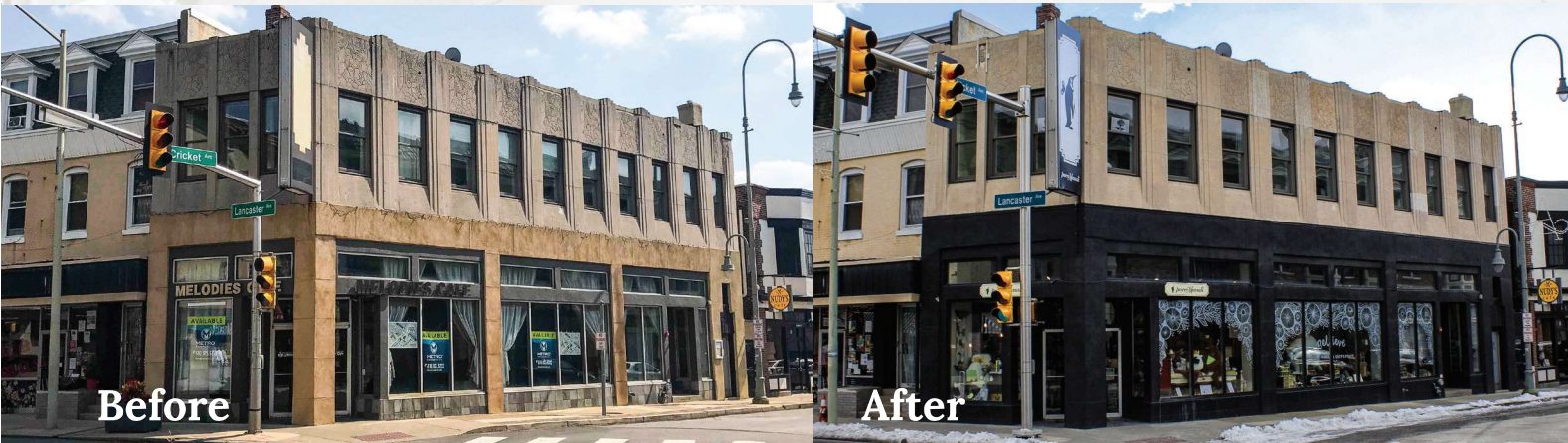
We surveyed 200+ stakeholders and inspected every inch of the district to formulate dozens of recommendations. Fixing uneven sidewalks, improving crosswalk signals, and making alleys more welcoming, just to name a few. Our next step is partnering with local government and seeking grant funds. View the full report on DestinationArdmore.com and contact us to get involved!

ECONOMIC DEVELOPMENT

\$30,250 worth of Downtown Dollars and Gift Cards pumped into the local economy.
\$26,182 granted to 7 merchants to upgrade their storefronts.
\$15,770 worth of Micro-Grants to assist 18 merchants through construction challenges.
778 volunteer hours worth \$19,209 dedicated to the district.
2 PR Roundtable Workshops attended by 24 merchants.



Delice et Chocolat received a facade grant to help it expand into the former Radio Shack space.



pucciManuli finalized its facade grant in 2018 by illuminating its sign and installing new light fixtures.

EVENTS & PROMOTION

3,000+ visitors shopped at 4 Antique and Vintage Markets.

2,500+ beer lovers celebrated at Ardmore Oktoberfest.

2,000+ holiday shoppers enchanted by Cricket Cringle.

1,840+ newsletter subscribers & 1,800+ Facebook followers.

1,000+ foodies flocked to 16 eateries for Ardmore Restaurant Week.

250+ First-Year Haverford College Students toured Downtown Ardmore and sampled 5 eateries.

150+ guests delighted in 27 local food and drink purveyors at Taste of Ardmore.

109 media mentions spotlighting Downtown Ardmore's businesses, events, and news.



2018 Highlight

Ardmore Restaurant Week

With the Bercy and Ripplewood serving up the region's hottest new menus, we knew that 2018's Ardmore Restaurant Week would be a smash success. So much so that CBS3, 6ABC, and FOX29 all dedicated prime TV coverage to the promotion. Philadelphia Magazine, Metro Philly, and uwishunu among many more also put Ardmore's dining scene under the spotlight.

Sixteen eateries participated and reported a big boost in business during their slowest time of year. Local Wine and Kitchen reported a 38% jump in customer traffic and Bam Bam Kitchen saw a 40% boost in revenue.

Most Improved Suburban Nightlife Scene

- Best of Philly 2018, Philadelphia Magazine



The Inquirer

DAILY NEWS philly.com

"the Main Line's cool-kid hub"

-Craig LaBan, Philadelphia Inquirer

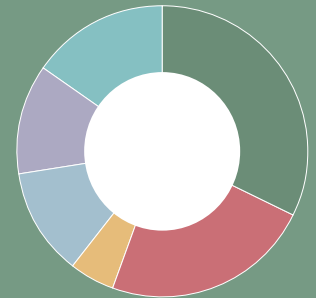
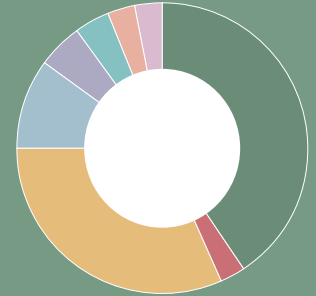
"flourishing food scene"

- Metro



2018 FINANCIALS

	ACDF*	AI	
REVENUE			
Assessments		214,371	○ 41%
Fee for Service		15,305	● 3%
Fundraising, Events, Sponsorships & Contributions	19,025	164,304	● 32%
Interest Income		385	<1%
Grants		53,485	● 10%
Reimbursed Program Expenses		23,793	● 5%
Ardmore Gift Cards		18,809	● 4%
Miscellaneous		13,205	● 3%
ACDF to AI Transfer	-16,750	16,750	● 3%
Total Revenue	2,275	520,407	100%
EXPENSES			
Business Support and Advocacy		154,784	○ 32%
Economic Development & Marketing	550	111,260	● 23%
Fundraising & Special Events		25,311	● 5%
General & Operating Expenses	755	59,953	● 12%
Streetscape		57,519	● 12%
Grants Awarded		74,762	● 15%
Total Expenses	1,305	483,589	100%
NET INCOME	970	36,818	



*The Ardmore Community Development Fund is a separate 501c3 organization



Since 1993, Ardmore Initiative has invested **\$1,084,404** into **streetscape improvements** and **sidewalk cleaning**.

In the last 13 years, **volunteers** have given **12,565 hours** of their time.
That's **\$268,919** worth of donated labor.



Ardmore Initiative • Ardmore Business District Authority

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BuildOn
Carousel Connections
Christine Vilardo
Common Space
Farryn Electric

Green Mountain Energy
Hayden Printing
Iron Hill Brewery & Restaurant
Joe Stefankiewicz
Let Them Play
Main Line Today
Main Line Wine Events
Merion Fire Company of Ardmore
NRG

Seal Events
Silver & Silver
Six:Eight Vinyard Church
Suburban Square
The Spain Family
Tired Hands Brewery
Valley Forge Tourism &
Convention Board
World Wide Stereo

2018 BOARD of DIRECTORS

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J&M Catering

Ryan Pesin, Treasurer
Ardmore Toyota

Joe Silver, Esq., Secretary
Silver & Silver

Harry Althouse
Harry's Treasures & Collectibles

Jesy Brackett
Junior League of Philadelphia

Jean Broillet
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Ex Officio:
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Lower Merion Township
Commissioner Cheryl Gelber
Lower Merion Township
Commissioner Anthony Stevenson
Lower Merion Township

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