



ANNUAL REPORT

2019

Ardmore Business District Authority

EXECUTIVE MESSAGE

Dear Stakeholder,

We are pleased to share our 2019 annual report with you. Ardmore continues to shine brightly as the Main Street of the Main Line, with the opening of exciting new businesses and new amenities.



Throughout this report you will see highlights from the past year in Downtown Ardmore, as well as Ardmore Initiative's work with the business community.

Some notable events:

- The long-awaited One Ardmore Apartment Homes opened to great fanfare, and we also boast a brand-new public garage with nearly 200 spaces.
- We celebrated our signature event, Taste of Ardmore, last spring on One Ardmore's beautiful eco-friendly rooftop terrace. It was truly a Taste with a View!
- Our family-friendly Oktoberfest had a new location - Schaufele Plaza - featuring German fare, brews, and food and entertainment for the whole family.
- In December, Downtown Ardmore transformed into a Winter Wonderland, with fire pits with s'mores, trolley rides, Elsa, Olaf, and of course, Santa.
- Construction is "on track" to bring an attractive new train station that will improve commuter access.

Thanks to our sponsors, supporters, and volunteers, Ardmore Initiative's - and Ardmore's - future is bright. Our tagline, "Destination Ardmore" truly represents Ardmore as a premier Main Line destination.

Sincerely,

Jamie Singer, Board Chair



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 a former 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

68,000+ annual riders at Ardmore Train Station



7 new
businesses
in 2019



175,000
Square feet
currently
under
construction



188 new parking
spots in downtown
Ardmore

236
storefronts



Business Mix

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



\$1,613,940
private investment to **44** properties in 2019



STREETSCAPE

1,600 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.
34 poles wrapped with festive garland and lights.



Photo courtesy of Richard Ilgenfritz

2019 Highlight

The End of an Era

2019 was a year of change in Ardmore - one of the most prevalent being the retirement of Harry Althouse, owner of long time Lancaster Avenue business, Harry's Treasures and Collectibles. Lovers of the ultimate treasure hunt scoured Harry's store for over two decades looking for estate sale finds, quirky antiques, and more.

In addition to running his retail location, Harry was, and to this day remains, fully entrenched in the business of downtown Ardmore. Longtime board member of both the Ardmore Initiative and the Ardmore Business Association, Harry has always been an avid volunteer and cheerleader of the progression of the Ardmore business community.



COMMUNITY REINVESTMENT

7 new businesses entered the Ardmore Business District.

2 Business Assistance Grants and 3 Facade Improvement Grants were completed.

128 low to moderate income jobs, to date, created from Business Assistance Grants.

1,271 volunteer hours worth \$31,457 dedicated to the district.



Ardmore welcomed several new businesses including Kung Fu Tea, Songsan Korean BBQ, and TRACE.

EVENTS & PROMOTION

2,250+ visitors shopped at 3 Antique and Vintage Markets.
2,000+ beer lovers celebrated at Ardmore Oktoberfest.
1,500+ visitors enchanted by Winter Wonderland.
1,800+ newsletter subscribers & 5,500+ engaged followers across our social media channels.
1,000+ foodies flocked to 20 eateries for Ardmore Restaurant Week.
250+ First-Year Haverford College Students toured Downtown Ardmore and sampled 5 eateries.
300+ guests delighted in 27 local food and drink purveyors at Taste of Ardmore.
100+ media mentions spotlighting Downtown Ardmore's businesses, events, and news.



2019 Highlight

Return of Parking

In 2019, the Public Parking Garage next to One Ardmore opened, providing 188 new parking spots for the community. Costing the same price as the existing metered parking, these new spots provide the perfect parking location to leave your car and visit the shops and restaurants of Downtown Ardmore. The garage is also free after 6pm!

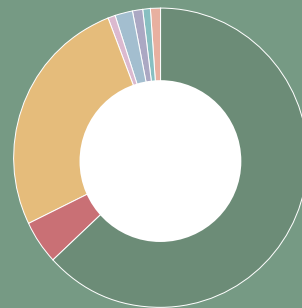


2019 FINANCIALS

(Unaudited)

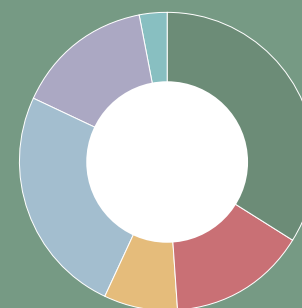
REVENUE

	ACDF*	AI	
Assessments		238,096	○ 65%
Fee for Service		16,762	● 5%
Fundraising, Events, Sponsorships & Contributions	34,932	65,365	● 27%
Interest Income	21	302	● <1%
Grants		6,906	● 2%
Reimbursed Program Expenses		2,319	● <1%
Ardmore Gift Cards		1,861	● <1%
Miscellaneous	430	1,854	● <1%
Transfer from ACDF	-32,800	32,800	
Total Revenue	2,583	366,265	100%



EXPENSES

Business Support and Advocacy	15	130,243	○ 34%
Economic Development & Marketing		60,027	● 15%
Fundraising & Special Events		29,346	● 8%
General & Operating Expenses	33,382	62,544	● 25%
Streetscape		58,391	● 15%
Grants Awarded	400	10,334	● 3%
Total Expenses	33,797	351,429	100%



NET INCOME

*The Ardmore Community Development Fund is a separate 501(c)3 organization

1,586 **14,836**

2019 BOARD of DIRECTORS

Ryan Pesin, Board Chair
Ardmore Toyota

Joe Silver, Esq., Secretary
Silver & Silver

Harry Althouse
Harry's Treasures & Collectibles

Jesy Brackett
Junior League of Philadelphia

Jean Broillet
Tired Hands Brewery

Michael Coughlan
State Farm Insurance

Mike Elias
Haverford College

Dave Friedenberg
Image360

Anne Leavitt-Gruberger
Montgomery County Planning Commission

Jamie Singer
Jamie Writes Inc.

Ryan Tobin
Roundstone Development, LLC

Ryan Tomkinson
McCloskey Financial Group

Jerry Washington
General Fitness Company Training

Ex Officio:

Commissioner Ray Courtney
Lower Merion Township

Commissioner Anna Durbin
Lower Merion Township

Commissioner Anthony Stevenson
Lower Merion Township



Ardmore Initiative • Ardmore Business District Authority

56 E Lancaster Ave, Ardmore, PA 19003 • 610-645-0540
info@ArdmoreInitiative.org • DestinationArdmore.com

2019 SPONSORS



Piazza of Mainline



**ARDMORE
TOYOTA**



SUBURBAN
EST. 1928

SQUARE



VALLEY FORGE
TOURISM & CONVENTION BOARD



VOLUNTEERS AND IN-KIND DONATIONS

Ardmore Music Hall • Bam Bam Kitchen • The Bercy • Besito • BuildOn • Carousel Connections • CDA Printing • Delice et Chocolat • Fuel Cycle Fitness • Haverford College • Hunan • Iron Hill Brewery & Restaurant • Image360 • Jack Burns Architecture • Jack McShea's • J. McLaughlin • The Junior League of Philadelphia • Kendra Scott • Main Line Media News • Main Line Today • Marokko • Merion Art & Repro • Nothing Bundt Cakes • Pageboy Hair • Pivot Ballroom • Ripplewood Whiskey & Craft • Shreiner Tree Care • Styche • Tired Hands Volunteer Corps