



2021

ANNUAL REPORT

ARDMORE INITIATIVE - ARDMORE BUSINESS DISTRICT AUTHORITY

WWW.DESTINATIONARDMORE.COM



MESSAGE FROM OUR CHAIR, JAMIE SINGER

Dear Stakeholder,

We are pleased to share our 2021 annual report with you. Ardmore continues to shine brightly as a first-rate spot to find family-friendly, independent, and national retail stores, and a host of service businesses.

Our specialty food shops and restaurants continue to bring visitors near and far as a premier dining destination.

We're proud to have been recently named by Philadelphia Magazine as one of the most "walkable" towns in the area. We truly are "Destination Ardmore"!

This past year:

- We've continued to support our small businesses by helping them find grant funding, holding safe, smaller outdoor events to attract customers to downtown businesses.
- We enhance our attractive streetscape by continuing to focus on street cleaning, holiday lighting, and seasonal plantings.
- And great news: Ardmore still has more businesses opening than closing. That's a good indicator of our popularity as a destination.

Thank you to our generous sponsors, supporters, and volunteers. And special thanks to our businesses, who continue to make Ardmore the "Main Street of the Main Line".

Sincerely,
Jamie Singer

ABOUT THE ARDMORE INITIATIVE

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 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.



2021 IN REVIEW

Yet again, this year we continued to experience impacts on Ardmore's downtown due to restrictions necessary to combat the effects of COVID-19. While our hope was to return to a traditional calendar of favorite Ardmore events, we had to scale back significantly on the size of our public gatherings.

- The Ardmore Initiative continued to function as an information resource hub for disseminating important grant information as well as changing and updated covid restrictions.
- We shifted the Community Development Block Grant program to job retention from job creation to assist businesses that were able to retain or rehire low to moderate income employees.
- We continued with streetscape cleaning, plantings, and holiday lights so that Ardmore would remain an attractive destination for visitors and residents.
- We completely revamped the Ardmore Initiative website and launched a brand-new Destination Ardmore which will increase functionality and serve as a complete resource for businesses and visitors alike.
- To make it easier for property owners to pay their assessments, we initiated an online payment system.
- Social media campaigns continued to promote Ardmore as a safe and open destination as well as encouraging support for small businesses, not just on Small Business Saturday, but on every shopping opportunity.
- We experienced a pause in large development projects this year while gearing up for a major project on Lancaster Avenue between Greenfield Avenue and Ardmore Avenue. Septa construction on the new train station continues and riders now access the train platform via the Ardmore West parking lot until the project has been completed.

2021 EVENTS

While we were still unable to produce favorite Ardmore events like the Stakeholder's Breakfast and Taste of Ardmore, the promotional pivots from 2020 continued to support businesses.



The Sisterly Love Food Fair arrived in Ardmore to promote Philadelphia-based and female-run hospitality businesses affected by the pandemic by way of traveling food markets.



Ardmore Restaurant Week again featured the successful pop-up Picnic in the Plaza where restaurant patrons dined at picnic tables under the stars in Schuylle Plaza while enjoying music.



Ardmore Oktoberfest returned as a reservation-only event with musical entertainment, food and beer served by Ardmore's own Tired Hands and Levante (coming soon).



Holiday Rally for Ardmore presented a collection of local business gift cards to a lucky winner who sent in shopping receipts during the month of December.



GRANTS RECEIVED

MontcoStrong 2021 Non-Profit Resiliency Grant Program

Provides non-profit entities with financial support so they are resilient as employers and stakeholders in our communities due to the disruptions caused by the covid-19 global pandemic as well as to ensure these organizations are able to be active participants in the restoration of the wellbeing and livelihood of our residents, businesses, and communities. **Grantor: Montgomery County**

Supporting Elm And Main Street (SEAM)

Provides financial assistance to community revitalization organizations dedicated to community and economic development in older and historic downtown, commercial districts, and neighborhoods according to the principles of Elm Street and Main Street Approaches.

Grantor: PA Department of Community and Economic Development

State Farm Good Neighbor Citizenship Company Grant Program

Supports nonprofits that invest in and develop stronger neighborhoods. State Farm is dedicated to helping build safer, stronger, and better educated communities across the United States with a focus on safety, community development, economic empowerment, and education.

Grantor: State Farm Insurance

Community Development Block Grant Program

Provides funding for a variety of activities that create viable neighborhoods, decent housing, suitable living environments, and economic opportunities, principally for low-and moderate-income residents of Lower Merion township.

Grantor: US Department of Housing and Urban Development, via Lower Merion Township.



ARDMORE BY THE NUMBERS

\$ 2,824,168

Private investment in downtown Ardmore.

\$ 1,157,360

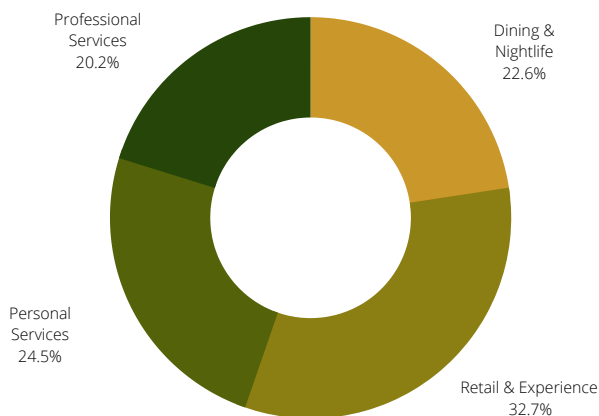
Average commercial property sale price in the Ardmore Business District in 2021.

307

307 volunteer hours for a value of \$8,761.78 dedicated to Ardmore Business District.

BUSINESS MIX

The business mix in downtown Ardmore continues to diversify.



WELCOME TO ARDMORE

- Action Karate
- Daydream Kreative
- DePaul's Table
- Free Will Collective
- Lower Merion Beverage
- Main Line Float and Freeze
- NBeauty
- Red Lion Home Care
- Rikummo
- Smoke Scene
- The Story
- Up to Eleven
- 1(900) Scoop Shop

FINANCIALS

REVENUE

Assessments
Interest Income
Grants
Transfer from ACDF

TOTAL INCOME

ACDF

\$48,500

\$48,500

AI

\$328,851
\$301
\$50,000
\$2,500

\$381,652

EXPENSES

Business Support and Advocacy
Economic Development and Marketing
Fundraising and Special Events
General and Operating Expenses
Grants Awarded
Streetscape
Transfer to AI

TOTAL EXPENSES

NET INCOME

ACDF

\$70

\$2,500

\$2,570

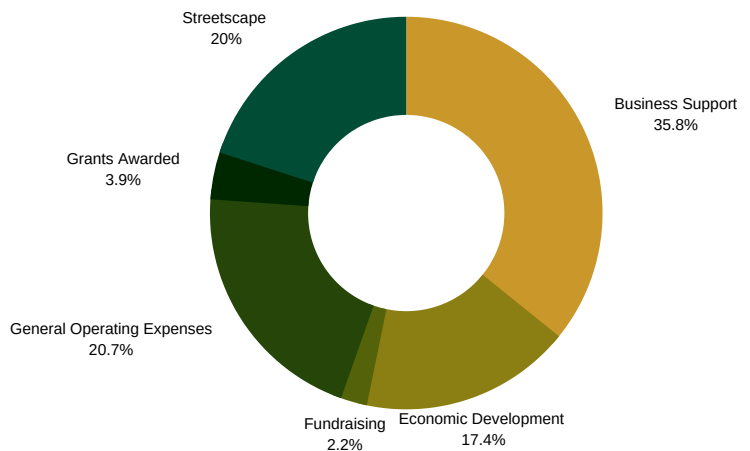
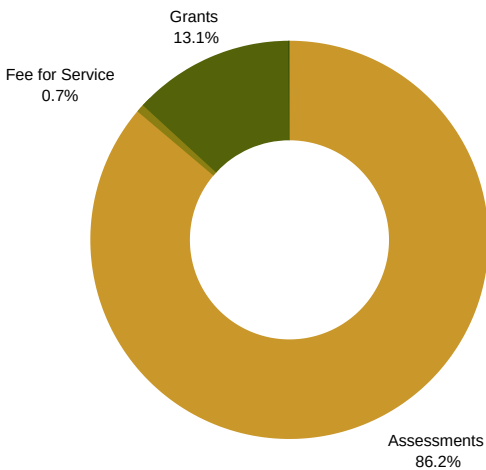
\$45,930

AI

\$92,059
\$44,785
\$5,557
\$53,286
\$10,000
\$51,407

\$257,096

\$124,556



THANK YOU SPONSORS AND COMMUNITY PARTNERS

LEVANTE BREWING
LOWER MERION TOWNSHIP
MASSAGE ENVY
THE MUD ROOM
SUBURBAN SQUARE
TIRED HANDS BREWING

2021 ARDMORE INITIATIVE BOARD OF DIRECTORS

JAMIE SINGER

JAMIE WRITES, *CHAIR*

JESSICA BRACKETT

JUNIOR LEAGUE OF PHILADELPHIA, *SECRETARY*

ANNE LEAVITT-GRUBERGER

MONTGOMERY COUNTY PLANNING COMMISSION, *TREASURER*

HARRY ALTHOUSE

HARRY'S TREASURES & COLLECTIBLES

JAMES C. WILSON

MAHONEY REALTY

KYLE MARKIEWICZ

TIRED HANDS BREWING COMPANY

MICHAEL COUGHLAN

STATE FARM INSURANCE

DAVE FRIEDENBERG

IMAGE 360

RYAN TOBIN

ROUNDSTONE DEVELOPMENT, LLC

RYAN TOMKINSON

MCCLOSKEY FINANCIAL GROUP

JERRY WASHINGTON

GENERAL FITNESS COMPANY

EX-OFFICIO

COMMISSIONER RAY COURTNEY
COMMISSIONER ANNA DURBIN
COMMISSIONER ANTHONY STEVENSON

MISSION

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.