



# ANNUAL REPORT

2022

ARDMORE INITIATIVE - ARDMORE BUSINESS DISTRICT AUTHORITY

[WWW.DESTINATIONARDMORE.COM](http://WWW.DESTINATIONARDMORE.COM)





## MESSAGE FROM OUR CHAIR, JAMIE SINGER

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Dear Stakeholder,

We are pleased to share our 2022 annual report with you. Ardmore continues to be, truly, the “Main Street of the Main Line,” attracting visitors with our family-friendly businesses, independent and national retail stores, and of course, our superb dining establishments.

Here are some highlights from last year.

We:

- Continue to see a variety of new businesses—bringing even more vibrancy to our downtown
- Transitioned our popular Ardmore Oktoberfest event into the successful “Fall for Ardmore” festival which drew scores of people to Ardmore
- Relunched our successful Downtown Dollars gift card program in time for shoppers to use the card for holiday shopping

We also participated on the Ardmore Master Plan steering committee, to create a vision for our main commercial areas. We’re excited to be a part of the process and look forward to a revitalized Ardmore that meets the needs of our community.

As always, we thank our generous sponsors, supporters, and volunteers. And of course, to our businesses, who, indeed, make us “Destination Ardmore.”

Sincerely,  
Jamie Singer

## ABOUT THE ARDMORE INITIATIVE

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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.



## 2022 IN REVIEW

This year, Ardmore Initiative saw normal operations regain a little more ground than the previous year.

- The popular Downtown Dollars gift card program returned after a five year hiatus, just in time for holiday shopping. The new program, in partnership with Yiftee, seems to be easier for merchants to use than the previous program. Ardmore Initiative funded a buy one, get one promotion and infused \$4,500 back into local businesses during our three-week promotion. Sales are steady and future promotions will roll out throughout 2023.
- Ardmore Initiative offered a lien amnesty program which allowed property owners to pay off liens without interest penalties. There were a few participants and we will consider whether to offer this program again in the future. Ardmore Initiative is well supported by property owners and generally maintains a 95% collection rate of assessment payments.
- After a few years of pandemic related staff shortages, Ardmore Initiative hired an Assistant Executive Director. Jane Murray joined the staff in July and brings a wealth of experience, most recently from Women's Business Enterprise Center-East. In addition, Jane, as well as all current Ardmore Initiative employees, is a resident of Lower Merion Township.
- Ardmore Oktoberfest was reimagined this year into a fall festival which took place in Schaufele Plaza and throughout the downtown. Fall For Ardmore saw thousands of visitors enjoy food, beer, music and fun for all ages—including the very popular WSFS ice cream truck. Fall for Ardmore will return in 2023 and is sure to be a favorite annual event.
- Keeping the district clean and green remains a top priority. Ardmore Initiative contracted with Charles Friel Landscape Contractors to keep the sidewalks clear three days a week in addition to maintaining the planters with seasonal flowers three times a year. Brett Leatherwood, our streetscape ambassador, takes care of the sidewalks two days a week and also maintains the cast iron urns.
- The organization was awarded a DCED Keystone Communities façade improvement grant of \$25,000 which helped a number of new and existing businesses upgrade their storefronts.
- Ardmore Initiative applied for and was awarded a Keystone Communities grant from DCED to hire a consultant to create a strategic plan for the organization. Our previous strategic plan extended from 2018-2023. The next strategic plan will set the course for the organization as we move into Ardmore Initiative's third decade.
- Lower Merion Township contracted with Kittelson Associates to create an Ardmore Master Plan for the commercial areas in Ardmore. We sat on the steering committee and participated in focus groups while awaiting the plan's completion next year.
- SEPTA train station construction is ongoing with an expected completion in Fall 2023.



# 2022 EVENTS

In 2022, the Ardmore Initiative welcomed back a full schedule of events designed to engage the community, build awareness of the businesses and services offered in Ardmore, and to increase foot traffic throughout the downtown.



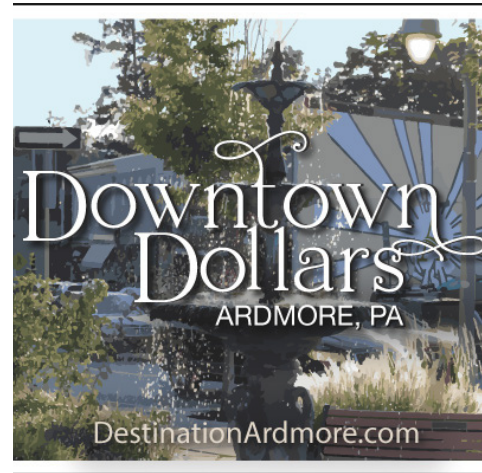
**Stakeholders Meeting** AI welcomed business and property owners, Lower Merion Township, state and local officials to hear updates on AI's efforts to support and promote the downtown business community.



**Ardmore Restaurant Week** was a successful, two-week celebration of the Ardmore dining scene, featuring 3-course prix-fixe menu at various price points.



**Fall for Ardmore** returned to full capacity, hosting multiple food and drink vendors, merchants, activities, music, and more.



**Downtown Dollars** returned as a year-long, downtown Ardmore gift card program. AI offered a bonus card with every purchase as part of the launch promotion.



## GRANTS GIVEN & RECEIVED

### **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.**

*Merion Art & Repro received CDBG funds through our grant program in 2022. AI is proud to support long-standing businesses in the Ardmore community.*



### **Keystone Communities Facade Improvement Grant**

Keystone Communities program grant to continue administering the Façade Improvement Grant Program in the Ardmore Business District. By providing matching grants of up to \$5,000, AI promotes rehabilitation of historic properties, educates stakeholders on proper design and maintenance, and alleviates the financial burden of façade renovation.

**Grantor: Pennsylvania Department of Community and Economic Development**

### **Keystone Communities Planning Grant**

Keystone Communities program Planning Grant to create a strategic plan for the Ardmore Business Improvement District for the next five years. Building on the success of the past 30 years as a Business Improvement District and designated Main Street Program, the Strategic Plan, once developed, will inform the creation of a BID reauthorization plan for the next 10 years.

**Grantor: Pennsylvania Department of Community and Economic Development**



# ARDMORE BY THE NUMBERS

**\$1,045,280**

Private investment in downtown Ardmore.

**\$1,009,286**

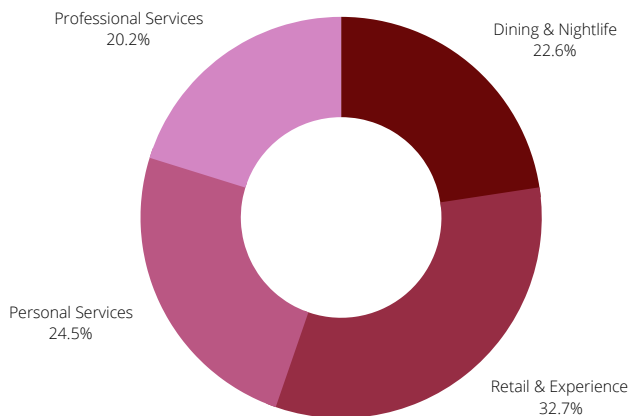
Average commercial property sale price in the Ardmore Business District in 2022.

**470**

470 volunteer hours for a value of \$13,151 dedicated to Ardmore Business District.

## BUSINESS MIX

The business mix in downtown Ardmore continues to diversify.



### WELCOME TO ARDMORE

- Abiyah Naturals
- Autana: *Relocation*
- Char & Stave
- DayDream Bridal: *Relocation*
- Elite Infusion IV Hydration
- Giannini Jewelers: *Relocation*
- Lacrosse Unlimited- *Relocation*
- The Living Room & Cricket Cafe
- Manatawny Still Works
- Mr. Korea
- OSushi
- Resort Nails
- Rowen
- SB Smoke Shop
- Twenty One Pips



# FINANCIALS

## FINANCIALS\*

### REVENUE

Assessments	\$322,816
Unapplied Cash Payment Income	\$144

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**TOTAL INCOME** **\$322,960**

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### EXPENSES

Business Support and Advocacy	\$112,536
Economic Development and Marketing	\$42,106
Fundraising and Special Events	\$4,920
General and Operating Expenses	\$59,270
Grants Awarded	\$23,989
Streetscape	\$49,043
Training and Professional Development	\$875

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**TOTAL EXPENSES** **\$292,738**

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**NET OPERATING INCOME** **\$30,222**

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**NET INCOME** **\$30,222**

\*UNAUDITED

## FACADE GRANT RECIPIENTS



New Sign



Awning

## 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.

## THANK YOU SPONSORS AND COMMUNITY PARTNERS

**ARDMORE MUSIC HALL**  
**ARDMORE TOYOTA**  
**GIBBEL KRAYBILL & HESS LLP**  
**IRON HILL BREWERY**  
**LOWER MERION TOWNSHIP**  
**MERIDIAN BANK**

**MI CASITA PRESCHOOL**  
**NRG**  
**SUBURBAN SQUARE**  
**TIRED HANDS BREWING**  
**VALLEY FORGE TCB**  
**WSFS**

## 2022 ARDMORE INITIATIVE BOARD OF DIRECTORS

**RYAN TOMKINSON**

MCCLOSKEY FINANCIAL GROUP, CHAIR  
*LMT RESIDENT*

**ANNE LEAVITT-GRUBERGER**

MONTGOMERY COUNTY PLANNING COMMISSION, SECRETARY  
*LMT RESIDENT*

**RYAN TOBIN**

ROUNDSTONE DEVELOPMENT, LLC, TREASURER  
*LMT PROPERTY OWNER AND RESIDENT*

**JESSICA BRACKETT**

JUNIOR LEAGUE OF PHILADELPHIA

**PETER KRAYBILL**

GIBBEL KRAYBILL & HESS LLP  
*LMT BUSINESS OWNER AND RESIDENT*

**KYLE MARKIEWICZ**

TIRED HANDS BREWING COMPANY

**JODI MULHALL**

HAVERFORD COLLEGE

**MELISSA PETER**

MI CASITA PRESCHOOL  
*BUSINESS OWNER*

**JAMIE SINGER**

LOWER MERION COMMUNITY NETWORK  
*LMT RESIDENT*

**JERRY WASHINGTON**

GENERAL FITNESS COMPANY

**EX-OFFICIO**

COMMISSIONER RAY COURTNEY  
COMMISSIONER SHAWN KRAEMER  
COMMISSIONER ANTHONY STEVENSON