



Claremore Main Street

ANNUAL REPORT

PREPARED JUNE 19, 2017 FOR CITY COUNCIL



WHERE CLAREMORE'S HISTORIC
PAST AND PRESENT MEET
TO **SHOP**, **DINE** AND **UNWIND**.



Claremore Main Street

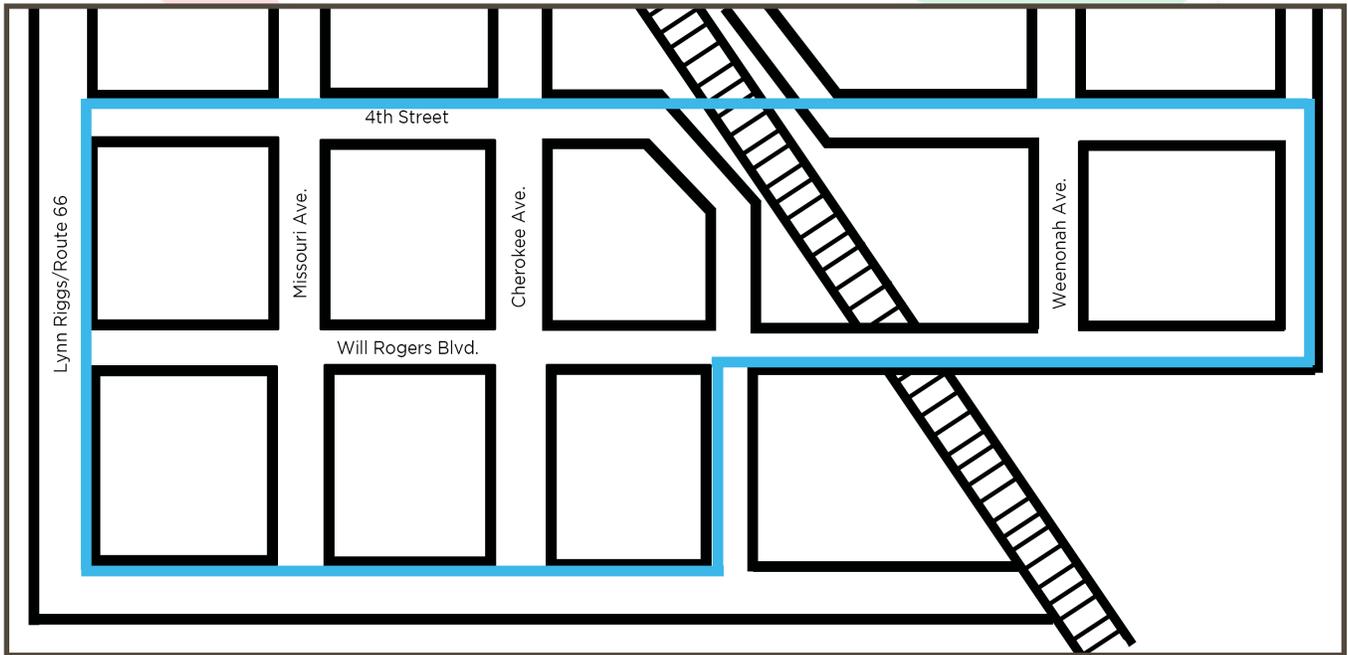


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FOCUS:

Claremore Main Street is dedicated to the revitalization of downtown Claremore. Tucked between Route 66 and the Union Pacific Railroad, the historic downtown Claremore is an asset to the community. We are dedicated to making it once again the social and economic core of Claremore. We accomplish this through the National Main Street Center's 4-Point Approach - focusing on design, promotion, organization and economic vitality.

AREA:



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BOARD OF DIRECTORS:

President Debbie Butler | Vice President Tim Wantland | Secretary Lou Flanagan
Outgoing Treasurer Ray Brown | Incoming Treasurer Bob Waters

Jill Ferenc (City Representative)
Nancy Fitts (At-Large)
Kathy Glover (Business Owner)
Steven Helt (Property Owner)

Chelsea Mize (Business/Property Owner)
Brenda Reno (Business Owner)
Tracy Whittaker (Business/Property Owner)
(Sarah Lepak joining July 2017, At-Large)

TOTAL REINVESTMENT TO DATE:

Total Reinvestment	\$19,883,188
Private Sector Investment	\$17,044,046
Businesses Opened	86
Jobs Created	187
Net Gain in Businesses	59
Volunteer Hours	25,056
Volunteer Value	\$578,042



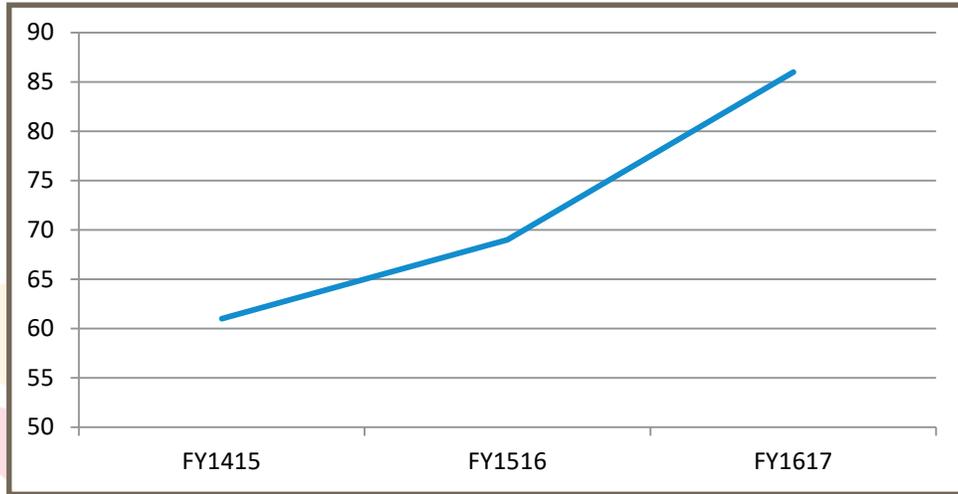
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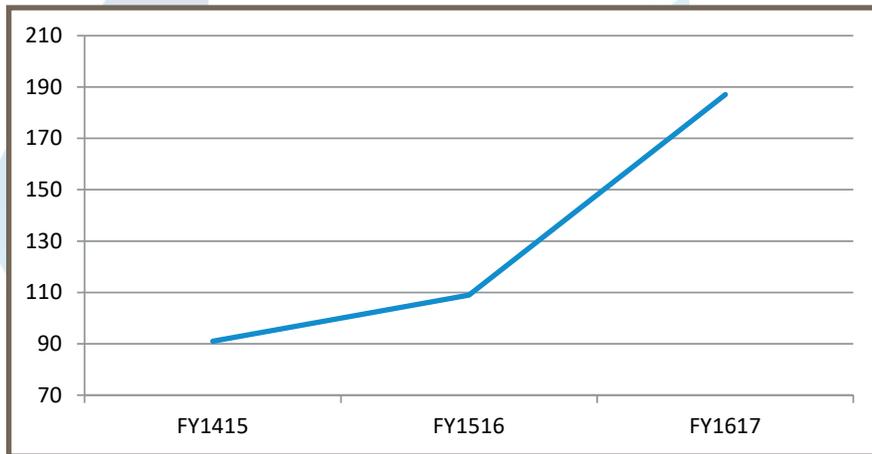
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DOWNTOWN BUSINESSES:



Downtown Claremore boasts 6 antique stores, 10 boutiques, 16 unique stores, 7 dining experiences and 5 attractions plus a number of service businesses to create a well-rounded district! Total businesses have risen from 61 to 86 since July 2015.

DOWNTOWN JOBS:



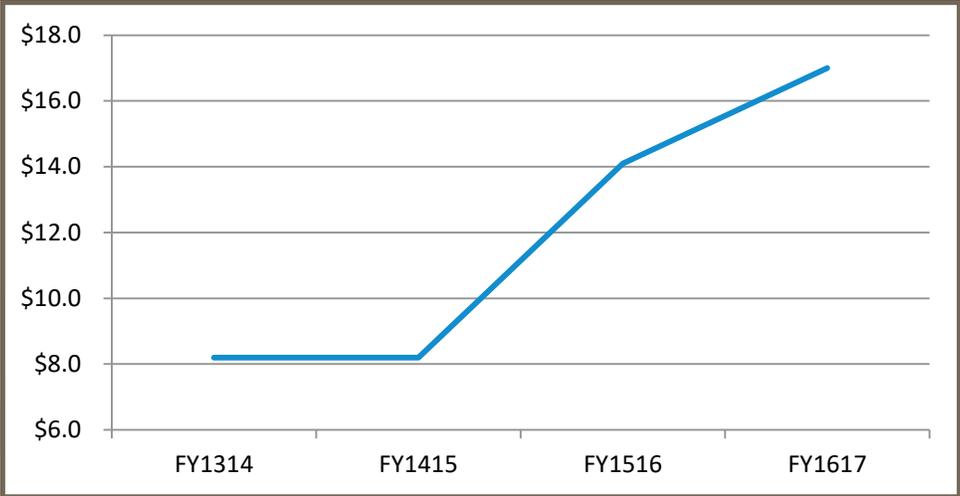
The number reflects full-time employees only. Two part-time employees equal one job created. Jobs have risen from 91 to 187 since July 2015.



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PRIVATE INVESTMENT:



Private sector reinvestment into our downtown is what makes our downtown thrive! After being relatively stagnant for a year, the private sector investment has skyrocketed in the last two years thanks to big time investors with major renovations and community members who are increasing downtown’s appeal through smaller investments. Private reinvestment has gone from \$8.2 million in July of 2015 to more than doubling to \$17 million today.

BUILDING VACANCIES:

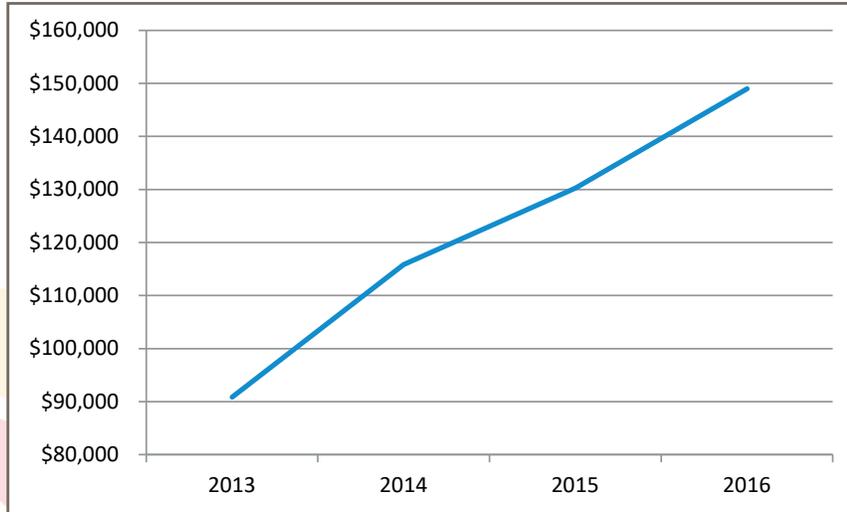
As of June 2017, first-floor vacancies include five on the Will Rogers Boulevard and one on Cherokee Avenue and one on Missouri Avenue. Two of those are in the process of remodeling for an office space, while one is move-in ready but holding out for the right fit. The vacancy number remain fairly stable over the last few years as buildings don’t remain vacant for long. We are fortunate, however, for the building owners who are willing to forgo a few months rent to ensure a business that fits downtown Claremore’s needs can find a place to start up shop.



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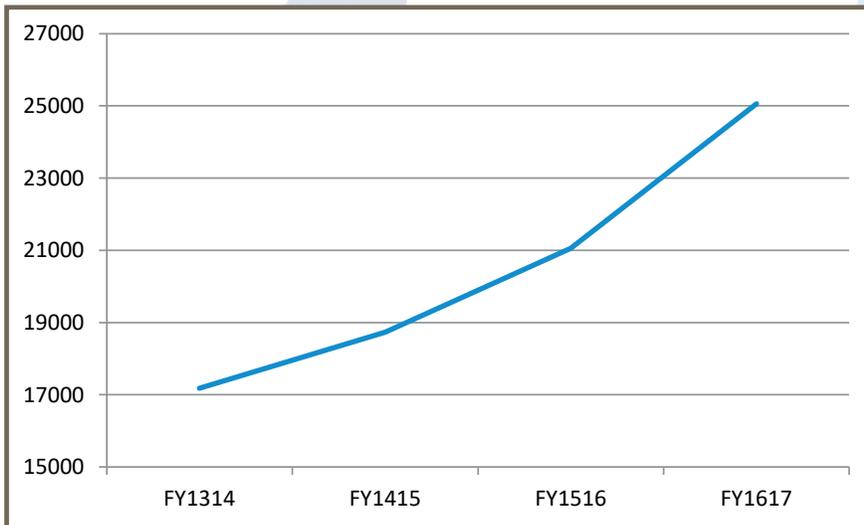


SALES TAX REVENUE:



Sales tax dollars collected in downtown Claremore increased more than 60 percent from 2013 to 2016 from \$90,868 to \$148,980 and continues to rise throughout the 2017 calendar year.

VOLUNTEER HOURS:



An increase of volunteer support shows that the community is encouraged by our progress and are willing to give us their most precious resource - their time. Volunteer hours continue to increase to 25,000 hours today. Support increased by 1,000 hours between July 2014 and July 2015, by 2,000 the following year and by 4,000 last year.



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PROMOTIONAL ACTIVITIES:

EVENTS

- **Dickens of a Ride** - The annual bike ride included two new distances - an 18 and 76-miler - and had the highest number of riders yet. We increased the perks of the ride by adding a coffee truck and free massages at the finish line.
- **Ladies Lifestyle** - Partnering with the Chamber to give our target audience a new way to shop, dine and unwind, Ladies Lifestyle features free food, shopping opportunities, a health panel and most importantly, the Leading Ladies Awards.
- **Dickens on the Boulevard** - Hundreds of people have come out to celebrate Christmas Dickens-style in downtown Claremore for the last 20 years. We had a huge crowd again last year. New additions in 2016 included a camel rides, a selfie station and Santa's Workshop, where kids could paint their own Christmas ornaments. Included a retail promotion, Dickens Dollars!
- **Bangers & Mash/St. Paddy's Day Party** - Downtown Claremore was full this last St. Patrick's Day as we celebrated with two big events in one day! Hosting the annual Bangers & Mash Lunch, we sold out of lunch less than two hours into the event. It was the largest attendance yet. Hosting the nighttime party with Main Street Tavern for the first time, we saw more than 800 people come out to enjoy the evening with us. It was a huge success! Included a retail event - Pot-O-Gold Giveaway!
- **Sip, Savor & Shop: Taste of Claremore** - With more than 20 restaurants and six wineries, we had another successful Taste of Claremore! This year, we added a silent auction to increase the fundraising opportunity for the event, and it was a popular new addition!
- **Food Truck Thursday** - Partnering with the Downtown Merchant's Association, the 2016 Food Truck Thursday season was wildly popular! We averaged about 800 people each month and hosted various themes to change the event up ever so slightly each time. The response we've received has been amazing. We have a lengthy wait list of trucks that want to attend this year, and we're lining the streets with entertainment, food, shopping and Claremore citizens! It was named in the Top 3 in the state for Best Premier Event!



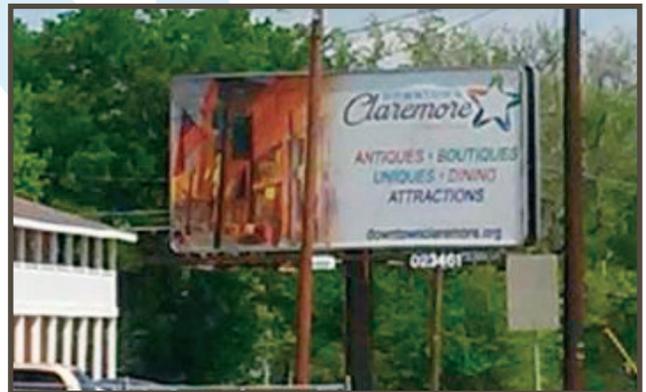
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PROMOTIONAL ACTIVITIES:

OTHER (NON EVENT)

- **Cash Mob** - Cash Mob continues to pump sales tax dollars into our downtown every other month. Anywhere between 30-50 people attend each time, spending \$20 or more in the chosen store. Last month, we spent \$1,200 in District on Main!
- **Main Street Messenger** - More than 700 people are subscribed to our Main Street Messenger, an e-newsletter that informs about upcoming events and news from downtown Claremore. We send one out a couple of times a month.
- **Traditional Media** - Downtown Claremore is in the news a lot! Fox 23 recently did video stories on the Twin Oaks Hotel and the Claremore Main Street Facade Grant. The Tulsa World featured stories about Sip, Savor & Shop: Taste of Claremore and Dickens on the Boulevard. The Claremore Daily Progress and MoreClaremore.com are highlighting businesses, events and histories of our downtown on a monthly basis.
- **Social Media** - Our social media continues to attract new customers, businesses, members and volunteers for downtown Claremore. Since July 2015, we've more than doubled our Facebook following to 4,438 - about a quarter of the town's population. Twitter has increased six-fold to 300 followers. Instagram, which was nonexistent for Main Street two years ago, has more than 600 people following our feed. Engagement continues to increase across all platforms.
- **Downtown Claremore Billboard** - We purchased a Billboard on Route 66 in Catoosa to encourage more folks to shop, dine and unwind in downtown Claremore. The billboard highlights Claremore's diverse shopping opportunities as well as food and attractions to local commuters as well as Route 66 travelers



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OTHER PROJECTS:

DESIGN

- **Alley Clean Up Day** - About 20 volunteers came out last fall for Alley Clean Up Day, sweeping away broken glass, removing litter and pulling weeds from our downtown alleys. In addition, a merchant painted their back door and an old sign was removed from the exterior.
- **Historic Paving Stones** - Eighteen historic paving stones that highlight individual building histories are ready to be placed into the sidewalks in front of historic buildings. The self-guided tour will showcase the town's unique history.
- **Downtown Flags** - Branded flags with the words "shop," "dine," "unwind" and "historic Downtown Claremore" will hang throughout the downtown core following the 4th of July.

ECONOMIC VITALITY

- **National Register of Historic Places** - The six blocks of historic downtown Claremore were listed on the National Register of Historic Places in September. This qualifies certain building owners for up to 40 percent tax credits for rehabilitation. Several building owners are working with state and local architects to get started on their projects!
- **Facade Grant** - Main Street recently announced downtown Facade Grants. In the first round, we have one business that will be receiving the \$1,000 matching grant to add an awning to their building. We expect several high-quality applications during the second round due June 30.
- **Parking Assessment** - Main Street conducted a Parking Supply and Demand Analysis to establish a baseline of available parking and begin work to alleviate a few of the parking pinch points in downtown Claremore.

ORGANIZATION

- **Business Development** - Main Street partnered with NTC to host a business development seminar in the fall to help small business owners increase their foot traffic through better promotion on a shoe string budget. The popular seminar will continue as a series.
- **Appreciation Event** - Claremore Main Street hosted an Appreciation Event for all volunteers, members, downtown business and building owners and other key individuals who make our mission possible! It was a huge success, and we enjoyed getting the opportunity to individually thank those who help support Claremore Main Street.



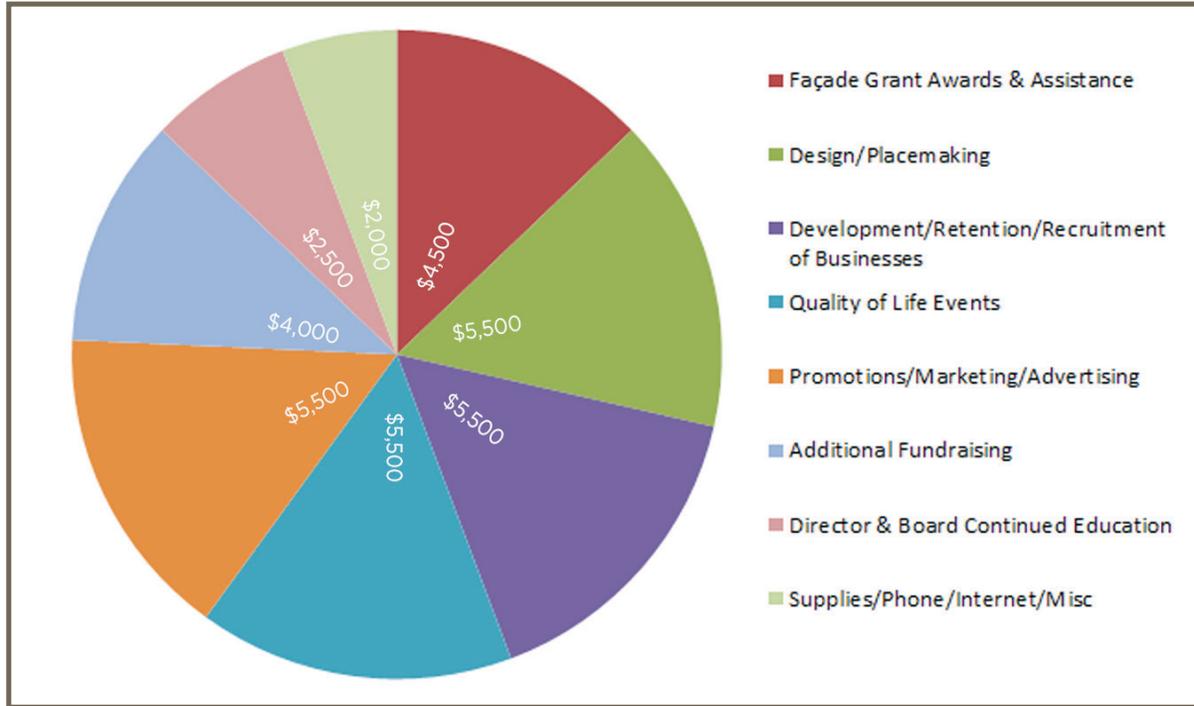
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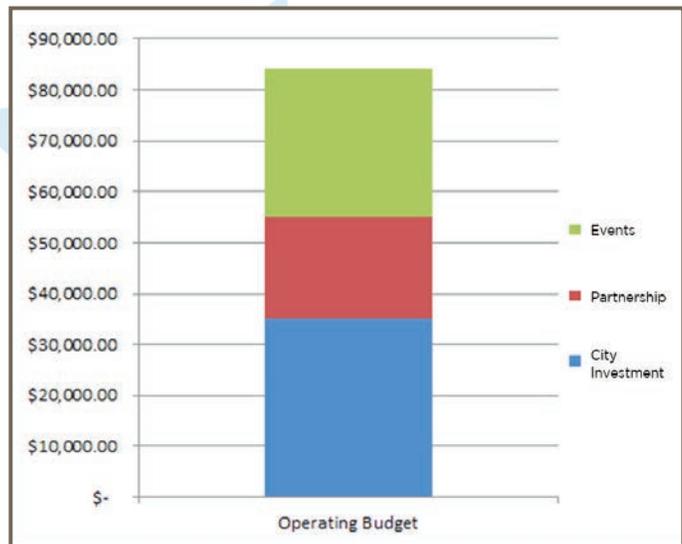
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CITY INVESTMENT:



(Above) The above graph shows a breakdown of how Claremore Main Street intends to spend the City Investment. The money goes to the materials, invoices and labor costs of the individual categories.

(Right) The graph shows how the City Investment adds into Claremore Main Street's overall operating budget. For the 2017 fiscal year, Main Street also secured \$20,000 in their Partnership Drive and nearly \$30,000 in fundraising events.



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FUTURE PROJECTS CONSIDERED:

DESIGN

- **Corner Bumpout Greenery** - Create more greenery and flowers in the corner bumpouts by creating larger beds to increase beautification.
- **Fresh Paint Days** - Applying for Fresh Paint Days grants to help some building owners with facade improvements.
- **Alley Beautification** - Increase the attractiveness of the alleyways.

ECONOMIC VITALITY

- **Central Business District Zoning** - Update the City's Central Business District Zoning to enhance downtown Claremore.
- **National Historic District** - Continue to promote the historic district and educate building owners on the historic tax credits.

ORGANIZATION

- **Business Development** - Extending the downtown business development seminars to become a quarterly initiative.
- **Partnership Drive** - Continue from last year's successful partnership drive to increase the number of partners and to better serve them.

PROMOTION

- **Website Redesign** - Redesign the downtownclaremore.org website to better promote downtown and highlight our unique dining and retail amenities as well as our outstanding attractions.
- **Downtown Speakers/Sound System** - Improve ambiance by adding background music for shoppers to stroll to.



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OKLAHOMA
DEPARTMENT OF COMMERCE

DATE: Friday June 2nd, 2017
TO: City of Claremore
FROM: Larry B. Lucas, II, Architect, Oklahoma Main Street Center
RE: Testimonial for Claremore Main Street

Dear Friends of Main Street:

I have been working with Claremore Main Street since 2011, when I was hired at the Oklahoma Main Street Center. I noticed immediately that Claremore was one of the more mature Main Street districts in our network. During my first visits I saw the incredible direct impacts of the program, and today I am still seeing that work continue.

One of the first insights I noticed was how Claremore Main Street had successfully merged rehabilitation and design into a visual identity for the district. The notion of “art” and “whimsy” are present in the downtown, and I think this confidence in direction was well-informed by Claremore Main Street. Being unique is great!

Today, reinvestment in the downtown is continuing to catch-on almost exponentially. We are seeing the expansion of the Main Street revitalization work into the adjacent streets and neighborhoods. This comes from a sense of pride garnered from actually caring about the “historic heart of town”. It’s obvious that many members of your community have decided that downtown is the right place to build upon the unique sense of place that is “Claremore”.

Currently directing the work for Claremore Main Street is Jessica Jackson. It is my feeling that Ms. Jackson’s abilities and her love for the historic district are uniquely suited to downtown redevelopment and revitalization efforts. Not only is she an advocate for the one place all community members share, she is part of the mix – residing in an upper floor loft herself. My opinion of her is high; and, from judging her interaction with downtown merchants, others feel the same way.

I believe that Claremore Main Street has many good years of positive growth and community engagement ahead. The Oklahoma Main Street Program is thrilled that you (the City) have made them your partner since 2002. Please do not hesitate to contact me with any questions.

Sincerely,

A handwritten signature in black ink that reads "Larry B. Lucas, II".

Larry B. Lucas, II, Architect, CPHC®, LEED® AP O+M,
Oklahoma Main Street Center
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405-815-5119 | OKcommerce.gov/main-street