

Claremore Main Street

ANNUAL REPORT

PREPARED JUNE 18, 2018 FOR CITY COUNCIL



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



Claremore
Main Street



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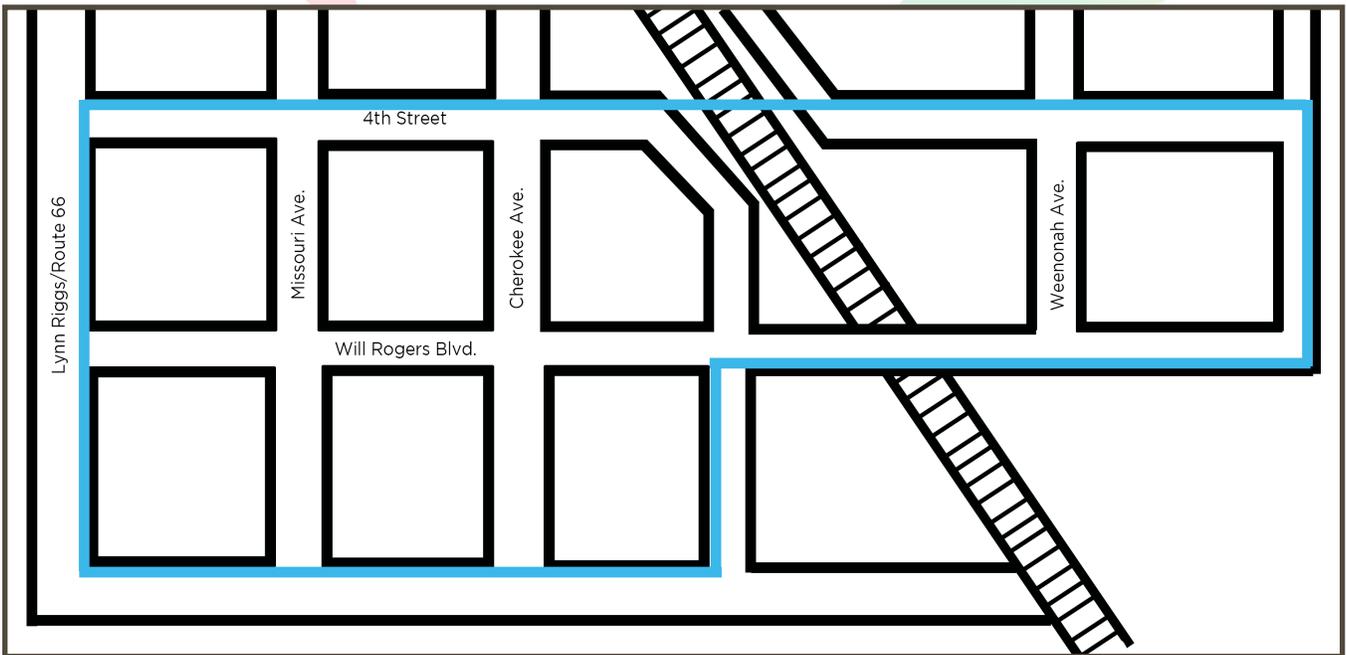
MISSION:

Claremore Main Street is dedicated to the ongoing revitalization of historic downtown Claremore. With a focus on economic vitality, historic preservation and place-making, the organization strives to secure downtown as the social and economic core of the community.

PRINCIPLES:

Claremore Main Street is a non profit 501c3 organization and has been focused on downtown revitalization since April of 2002. The organization is funded through municipal contributions, partnerships and fundraising events. It is part of the Oklahoma Main Street Center, and it focuses on the National Main Street Center's 4-Point Approach - design, promotion, organization and economic vitality.

AREA:



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BOARD OF DIRECTORS:

Outgoing President Debbie Butler
 Outgoing Vice President Tim Wantland
 Outgoing Secretary Lou Flanagan

Incoming President Lou Flanagan
 Incoming Vice President Ethan Groff
 Incoming Secretary Nancy Fitts

Outgoing & Incoming Treasurer Bob Waters

Dr. Ray Brown (At-Large)
 Jill Ferenc (City Representative)
 Kathy Glover (Business Owner)
 Sarah Lepak (At-Large)

Chelsea Mize (Business/Property Owner)
 Tracy Whittaker (Business/Property Owner)
 Kyle Clifton (joining July 2018, At-Large)
 Andrew Hocutt (joining July 2018, Business Rep)

TOTAL REINVESTMENT TO DATE:

Total Reinvestment	\$20,366,121
Private Sector Investment	\$17,519,707
Businesses Opened	93
Jobs Created	201
Net Gain in Businesses	58
Volunteer Hours	27,795
Volunteer Value	\$670,971



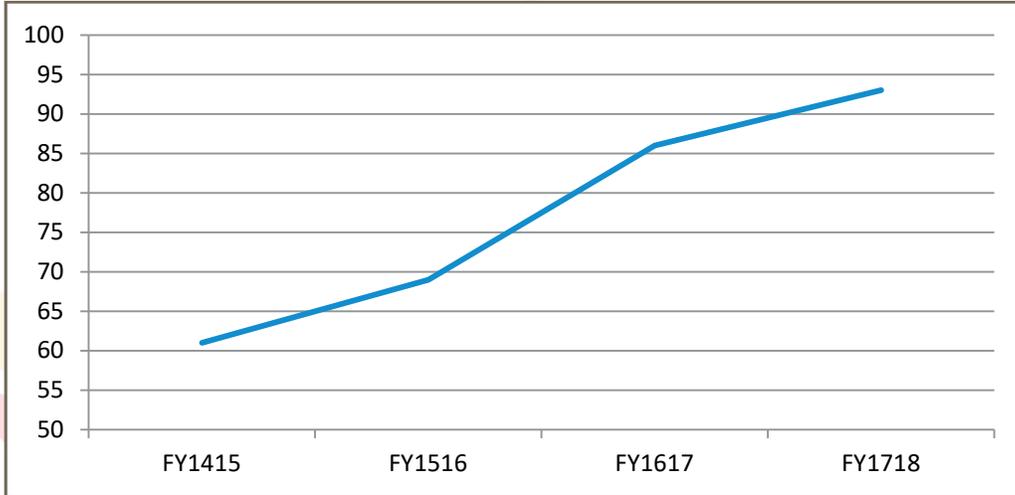
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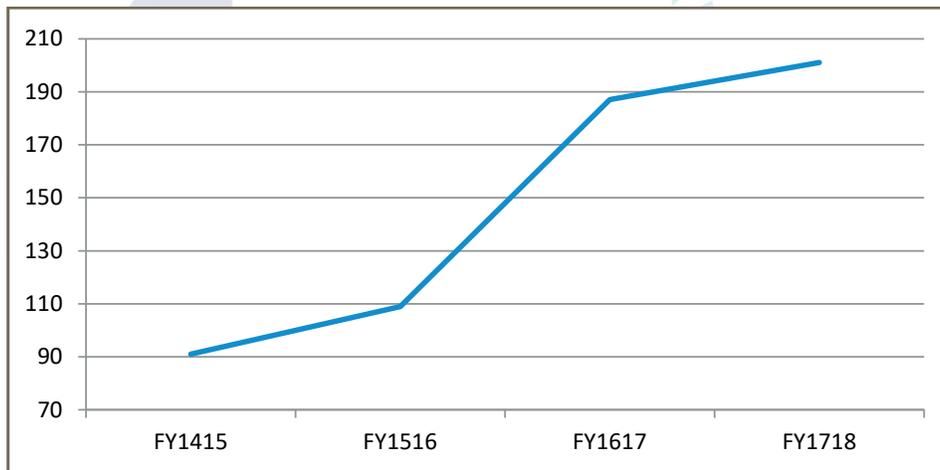
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DOWNTOWN BUSINESSES:



Downtown Claremore boasts 8 antique stores, 8 boutiques, 11 unique stores, 7 dining experiences and 6 attractions plus a number of service businesses to create a well-rounded district! Total businesses have risen from 61 to 93 since July 2015.

DOWNTOWN JOBS:



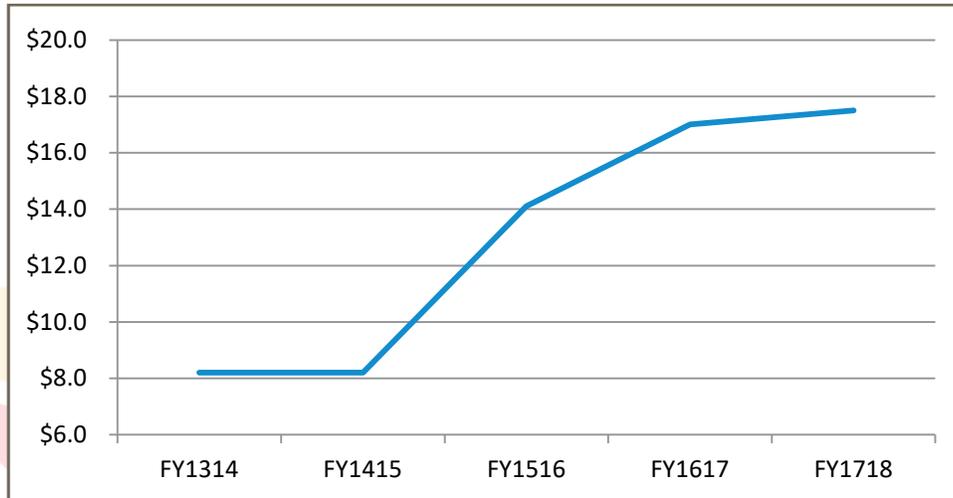
The number reflects full-time employees only. Two part-time employees equal one job created. Jobs have risen from 91 to 201 since July 2015.



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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 skyrocketed between 2015 and 2017 and has steadily increased in the last year. 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 2018, first-floor vacancies include five on Will Rogers Boulevard, three on Cherokee and one on Missouri Avenue. Four of those spaces are in the midst of a remodel with one business slated to open in late summer. 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.

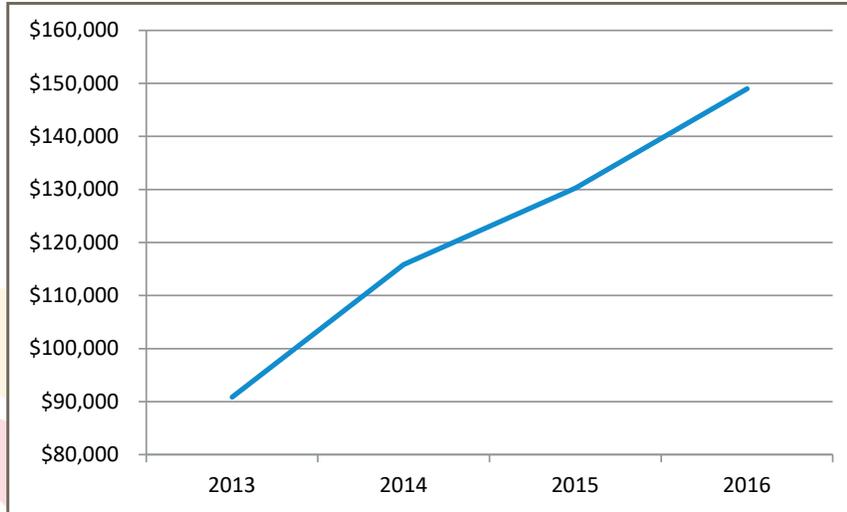


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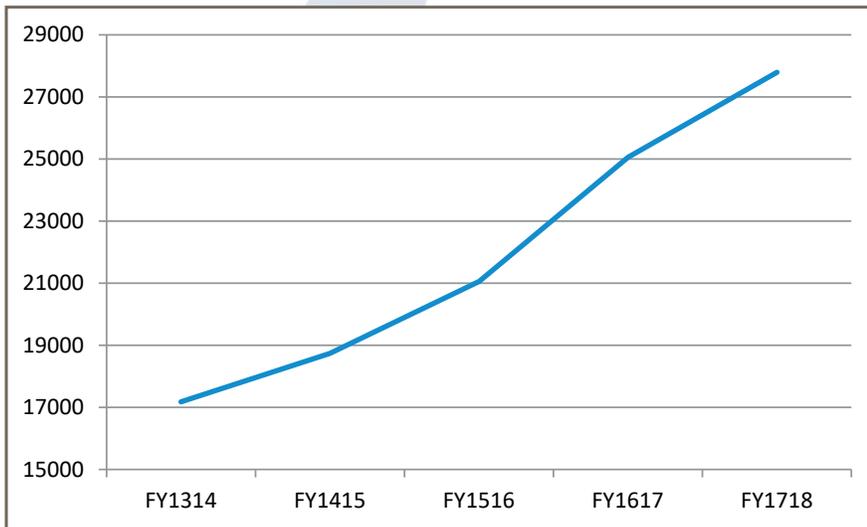
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SALES TAX REVENUE:



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. New data is not yet available.

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 27,795 hours today. Support has been increasing exponentially, which shows that we are on the right track for the community!



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PROMOTIONAL ACTIVITIES:

EVENTS:

Throughout the year, Claremore Main Street continued to host and expand on popular, annual events. The purpose of these events are to bring people downtown to enjoy the public space as well as fundraise for the organization. In all, events downtown **bring nearly 20,000 people downtown** -- almost exclusively “after hours” -- annually.

Hosts

- Dickens of a Ride (October)
- Dickens on the Boulevard (November)
- Bangers & Mash Lunch (March)

Co-Hosts

- Leading Ladies Expo/Gala (October)
- St. Paddy’s Day Party (March)
- Sip, Savor & Shop: Taste of Claremore (April)
- Food Truck Thursday (seasonal)

ACTIVITIES:

In addition to major events, Claremore Main Street hosts smaller activities designed specifically to “ring the cash register.” Through Cash Mobs and two new events -- the Mardi Gras Poker Stroll and Mom’s Wishlist -- downtown saw \$4,250 spent in the area that wouldn’t have previously been spent. On Small Business Saturday, Claremore Main Street hosted a Shopper Breakfast and gave out 200 tote bags full of discounts and Small Business Saturday swag to early shoppers.

PROFESSIONAL PHOTOSHOOT:

In the winter, Claremore Main Street hosted a professional photoshoot with a local photographer to improve the marketing photos on hand for the website, advertising, social media and news releases. Despite the cold weather, 25 people showed up to be a part of it.



MEDIA:

Traditional: Traditional media can never be forgotten. The organization strives to stay in the press and releases multiple news releases each month. Stories about downtown Claremore are frequently in the Claremore Daily Progress, moreclaremore.com, the Tulsa World and surrounding newspapers. Often, downtown is also featured on local TV news. Recently, Alley Activation 2025 appeared on News on 6.

Social: In this day and age, social media importance must be highlighted. It continues to attract new customers, businesses, partners and volunteers. In the last year, the Facebook likes exceeded 5,000, increasing by 755 this year. Instagram followers have increased by 40 percent in the last year to total 859. Twitter is steadily increasing with 377 followers to date.

New Website: In September, Main Street launched a new website that better promotes downtown as a destination.



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OTHER PROJECTS:

DESIGN

- **Alley Clean Up Day** - About 20 volunteers came out this spring for Alley Clean Up Day, sweeping away broken glass, removing litter and pulling weeds from our downtown alleys.
- **Beatification & Improvement Grants** - Established micro-grants to help businesses make small improvements, like adding plants and flowers to their storefront or building a sign for their business. These are \$75 matching grants.
- **Fresh Paint Days** - Assisted one business with interior improvements from a Fresh Paint Days Grant from Keep Oklahoma Beautiful. Nearly 15 volunteers helped repaint the inside of The Cranberry Merchant.
- **Alley Activation 2025** - Still early in the project, the Design Committee has begun the community research and input phase of a six-year alley revitalization plan.

ECONOMIC VITALITY

- **Historic Walk** - In April, downtown's Historic Walk was unveiled. The Historic Walk includes two National Historic District plaques and 12 Historic Paving Stones that feature 11 specific buildings downtown.
- **Facade Grant** - Expanding the Facade Grant Program to feature five specific grants - Doors & Windows, Lighting & Signage, Awning, Paint and Storefront. Each is an up-to \$1,000 matching grant with quarterly deadlines.
- **Business Recruitment, Retention and Expansion Plan** - Developing a Recruitment, Retention and Expansion Plan closely with CIEDA. So far, data from nearly 500 residents have been collected and collated. Additionally, Main Street sponsors a seminar series for downtown businesses with Northeast Technology Center.
- **Central Business District Zoning** - Updating the CBD Zoning with City to better reflect goals for downtown Claremore.



ORGANIZATION

- **Downtown Hall Meetings** - Designed to share updates about downtown Claremore while also encouraging merchant input, questions and networking.
- **Appreciation Event** - Hosted an Appreciation Event for all volunteers, partners, downtown business and building owners and other key individuals who make our mission possible!
- **Partnership Drive** - An annual fundraising effort that brings in about a quarter of the organization's operating budget.



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NOTEWORTHY ADDITIONS:

OKLAHOMA MAIN STREET AWARDS

Downtown Claremore continues to compete statewide in downtown development. In 2018, Claremore was in the Top 3 in the following categories:

- **Outstanding Image Promotion** - downtownclaremore.org
- **Best Sustainable Design** - Studio B Artworks
- **Best Facade Rehabilitation Under \$10,000** - Rhapsody Boutique & Spa
- **Best New Business** - Main Street Tavern
- **Best Premier Special Event Over 1,000 Attendees** - Food Truck Thursday

Claremore came in **first place** for Best Premier Special Event Over 1,000 Attendees for Food Truck Thursday and **Lou Flanagan was honored as Board Member of the Year!**



MUSIC ON MAIN

Between November 2017 and March 2018, Claremore Main Street -- along with active cheerleaders and volunteers -- **raised \$25,237 to bring speakers to downtown Claremore** to play ambient music during business hours. The funds were raised through corporate sponsors, a National Main Street Center grant and more than 60 individuals and businesses. The project is slated for installation this fall.

SPEAKING ENGAGEMENTS FOR DIRECTOR

- **State Preservation Conference** - Session Speaker, Main Streets of Route 66 Tulsa, Okla. | June 6-8, 2018
- **National Main Street Conference** - Asked to give a brief word about Music on Main project during a regular session - Putting Music on Your Main Streets Kansas City, Mo. | March 26-28, 2018
- **Local organizations** - Regularly speaks and presents during community organization meetings throughout the year.

HOSTED STATE CONFERENCE

In August, Claremore hosted the State Main Street Conference, featuring individuals from across the state as well as from the National Main Street Center. The conference allowed us to get feedback from other experts in the field on placemaking in our downtown. Equally as important, the conference had a direct economic impact of more than \$21,000 with an indirect economic impact of more than \$32,000 in just three days!



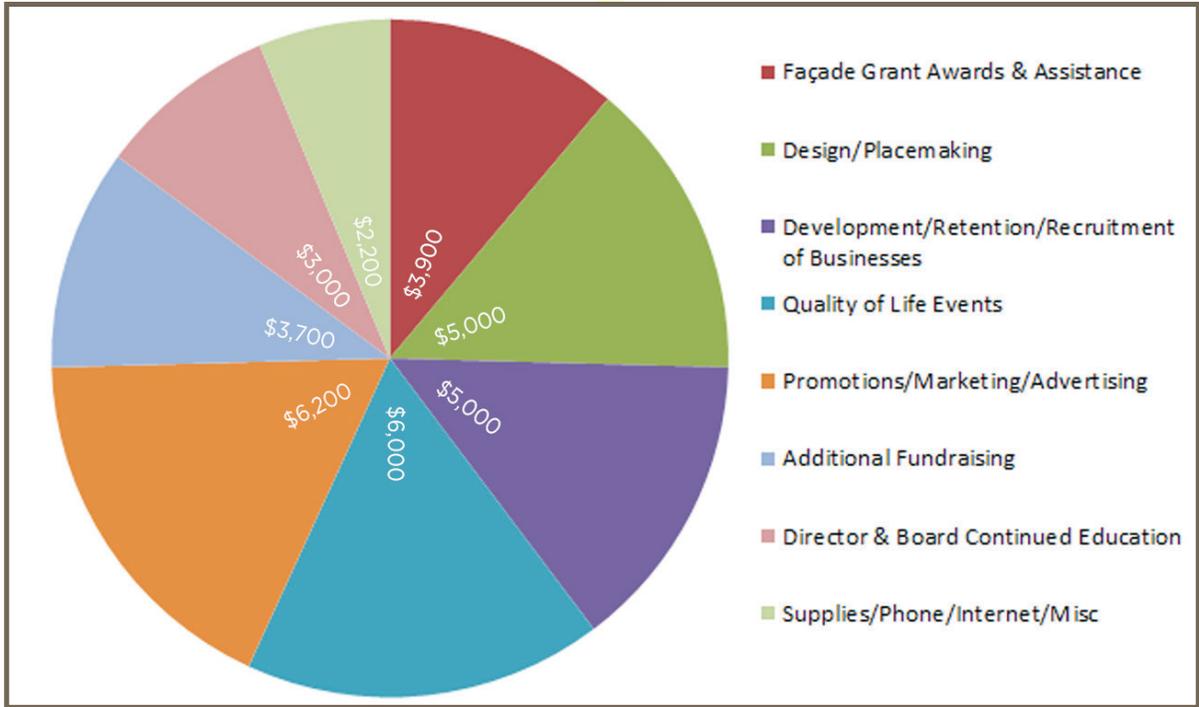
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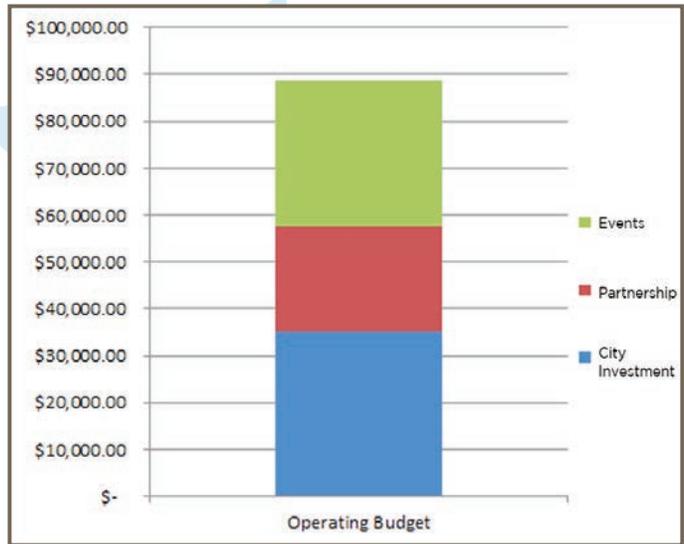
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CITY INVESTMENT:



(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 2018 fiscal year, Main Street also secured \$22,500 in their Partnership Drive and \$31,350 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.
- **Gateway Signage** - Create gateways into downtown through beautified crosswalks.
- **Alley Activation 2025** - Develop a six-year alley transformation plan.
- **Design Guidelines** - Establish Design Guidelines and create a Historic Overlay District downtown.

ECONOMIC VITALITY

- **Business Recruitment, Retention and Expansion Plan** - Working with CIEDA, develop and begin utilizing this plan to enhance business recruitment efforts, retain our businesses through seminars and expand the district.
- **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

- **Volunteer Recruitment** - Recruit and retain a new base of volunteers to further our mission.
- **Downtown Hall Meetings** - Maintain and expand the Downtown Hall Meetings as a tool for gathering and sharing of information.
- **Partnership Drive** - Continue from previous successful partnership drives to increase the number of partners and to better serve them.

PROMOTION

- **Music on Main** - Improve ambiance by adding background music for shoppers to stroll to.
- **Comprehensive Marketing Plan** - Develop and implement a comprehensive marketing plan to increase downtown's foot traffic and tap into new markets. This plan includes a second professional photoshoot.
- **Retail Events** - Continue to explore new, unique retail events to "ring the cash registers."



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