

Events:

150th Commemoration of Middletown's Civil War Ransom

Taste of the Town, 2011, 2012, 2013, 2014

The Heat is On 5K Road Race 2015, 2016, 2017

Middletown High School Pride, Valley Wide – 2018

Coloring the Street 2019, 2022

Historic Walking Tours – 2017, 2018, 2019

Vintage Vehicles in the Valley – 2018, 2019, 2021 Virtual, 2022 (rained out)

Co-Chair Christmas in the Valley – 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2021 Virtual, 2022

Co-Chaired Monthly "Town Talks" Events with the Town during the 250th Anniversary

NEW For 2023 – the 86th Annual Maryland House and Garden Pilgrimage

Design:

Maintaining and Sustaining our Architectural History

Civil War Historical Signage at Main and Jefferson Street

Large Interpretative Panel with Historic Streetscape View of Downtown

Partnered with the Town of Middletown on the purchase of the Fountain

Obtained Grant Funds for the Town to purchase 25 additional decorative light poles in the Main Street District

Purchased white Middletown Banners for the light poles

Purchased Christmas decorations, including lights, wreaths, bows, and banners

Created a Façade Improvement Program to match business expenses on the upkeep of historic facades. To date: over \$250,000 provided in matching funds to offset expenses. Buildings include the historic Main's Ice Cream sign at 10 West Main Street, exterior repairs at 200 West Main Street, roof repairs at 20 West Main Street, Exterior Painting at 100-104 West Main Street, exterior painting at 1 West Main Street, repair of historic brick and mortar on the front façade of 4 East Main Street

Purchased 19-21 West Main Street

Currently rehabilitating 19-21 West Main Street to be used as the Main Street office and a Welcome Center.

Economic Development

Host Quarterly and at times when needed, Monthly Business Mixers

Hired Small Business Consultant, Garrett Glover to assist businesses during the reconstruction of US 40 Alternate/Main Street

Created a Business Construction Survival Guide with best practices on how to make the most of construction in front of a business

Created an Emergency Grant during COVID-19, paid 100% of requested amounts

Obtained a grant to create a second Emergency Grant for businesses and was able to provide over 180,000 in direct funds to hurting business entities during the national COVID-19 pandemic.

Received 2 awards from the County Department of Economic Development for Business Retention Strategies

Received A Special Recognition Award from the Maryland Economic Development Association for Business Retention strategies employed during the COVID-19 national pandemic.

Received a FRED award (Frederick Real Estate Development) for our role in the development of Memorial Hall

Hired WDVM to create video commercials for businesses on a first-come-first serve basis. Main Street Middletown paid 50% of the production costs and businesses paid the remainder. This brought high quality video to help smaller businesses have stronger content for their websites and social media platforms.

Hired Turner Photography to photograph every small business in the Main Street Business District as a way to help smaller businesses have stronger visual content for their websites and social media platforms.

Have created the Business Partner of the Year Program – since 2015 we have awarded a Main Street business this award to as a form of Business Retention.

Worked with the Town in 2017 to create the Heritage Gallery, a small museum-quality display that showcases the history of Middletown in Town Hall.

Advertisements:

Main Street Middletown has consistently advertised the Main Street District through a variety of print materials, magazines, brochures, newspapers, flyers, cards, t-shirts and more. We have collected a significant variety of images that illustrates the beauty of Middletown and the surrounding valley, we have advertised on social media platforms, radio ads, and TV.