

# DMRC Doings 2009



## **February 23, 2009 Marketing Mantua Workshop #1**

Michelle Barnauskas, Vice President of DMRC & owner of Business Image Solutions, helped 20 local business owners learn how to keep customers coming back & simple, inexpensive ways to market their businesses.

## **April 11, 2009 DMRC Emergency Meeting**

Officers & Board met to discuss how they could help the Village meet its financial obligation to match \$15,000 of a 2007 Ohio Department of Development (ODOD) grant by August 2009. Due to the Village's financial situation, DMRC has been able to cover all but \$4,000 of this obligation.

## **April 20, 2009 Marketing Mantua Workshop #2**

Each participant from Workshop #1 gave an "Elevator Speech" & Michelle offered pointers. Attendees learned how to target their message and use various forms of low-cost advertising, then did online research for partnerships and cross promotional opportunities.

## **May 4, 2009 DMRC Annual Strategic Planning Meeting**

Goals were revisited & Board member qualifications reviewed. Michelle distributed copies and reviewed the **DMRC Bi-Annual Report for 2007-2008**. The report includes details of DMRC accomplishments since its inception in 2007.

## **May 9, 2009 DMRC & Mantua-Shalersville Area Chamber of Commerce "Spring Spruce Up"**

About 20 volunteers pulled weeds, planted, spread mulch, swept, washed windows, and operated weed eaters & leaf blowers throughout the town to spruce it up for spring.

## **June 11, 2009 Town Meeting to Finalize Streetscape Sketches**

Though lacking funds to begin construction, the Village must submit final concepts to ODOD in August; the project will proceed as funds become available, with infrastructure upgrades then aesthetic improvements. Meeting participants were asked to consider parking needs, accessibility and visibility...connectivity with the river, parks and trail...village walk-ability/bike-ability...crosswalks, bike racks, bike lanes, sitting areas. While awaiting infrastructure funding (typically from federal and state grants with matching funds from local our communities), minor enhancement projects such as pocket parks and moveable items such as benches are being discussed.

## July 11, 2009 Mantua's Art on the Hill

Despite inclement weather, hundreds of guests enjoyed Mantua's Art on the Hill, part of Get-A-Way to Mantua which also included the Headwaters Adventure Race and Lenape Indian Pow-Wow. Over 50 artisans and about a dozen food vendors sold their handmade goods amid activities including hand-led pony rides, face painting, historical building tours, a Chinese Auction, and live music. Downtown merchants saw new faces and those who were prepared for the day's events were rewarded with increased sales.

## September 11-13, 2009 Mantua Potato Festival Booth & Parade

DMRC volunteers highlighted downtown Mantua's assets with a parade float and festival booth where visitors viewed historic photos, concept sketches, and pictures from recent events as well as having the opportunity to make donations for t-shirts, Mantua Past & Present DVDs, and Walking Through Mantua's Past DVDs.

# DMRC Plans 2010

**March** - Town Hall Meeting

**April** - Annual Board Meeting

**May** - Spring Spruce-Up with Chamber

**July** - Art on the Hill

**September** - Potato Festival Booth & Parade

**October** - Walking Through Mantua's Past

### Streetscape Fast Facts:

Cost breakdown for typical streetscape revitalization project:

- 58% Street/Walk Infrastructure
- 17% Underground Utilities
- 16% Street Lights
- 9% Furniture/Enhancements

Source of funds for typical streetscape revitalization project:

- 51% Federal Appropriation/Earmark
- 21% Ohio Public Works/Issue 2 Grant
- 15% Government (bond borrowing\*)
- 5% Community Development Block Grant
- 8% Private Sector Memorial Drive

