



2015 TROY MAIN STREET ANNUAL REPORT

MESSAGE *from the* PRESIDENT



We are proud to present this 2015 annual report for Troy Main Street highlighting our many accomplishments and thanking our supporters! It is truly an exciting time for our organization as we celebrate the success of the last year and look forward to another season of captivating programming in 2016.

The mission of Troy Main Street is to work to strengthen the heart of our community. We accomplish that mission by enhancing the quality of life and strengthening the business climate in our community. That mission drives everything we do: from programming exciting concerts and neighborhood shopping events to our partnerships with other local organizations and civic groups, we are constantly striving to bring more people and businesses into downtown Troy each and every year.

Our many successes would not be possible without the work of Troy Main Street's staff, board, and committee members who work tirelessly to organize and market our downtown's many events and activities. It is important to recognize and thank Katherine Hayes, our former Executive Director, who spent the last year innovating and expanding our programming schedule from a seasonal calendar to a year-round effort. She led our organization with a defined passion for economic development and community partnerships and left it better off as a result. Also, it is important to thank Stephanie Silk, our Marketing and Events Coordinator, who stepped in as the interim Executive Director at the end of 2015 to lead our organization through this transition. Additionally, long-time Creative Director and past-interim Executive Director Heather Taylor left the organization after over a decade of inspiring visitors with her colorful and inventive posters, marketing pieces, and website work. Finally, it is my pleasure to welcome and introduce former Troy Main Street Board President John Wilson as the organization's next Executive Director! John has been one of our most dedicated volunteers and we are excited to work with him to continue the economic revitalization of our downtown.

This past year, our board and staff completed a strategic planning process that included other community stakeholders which helped us focus our messaging and set goals for the next few years. Some of those goals, such as year-round programming, have already been implemented and we are thrilled to see an expanded Troy Streets Alive series, an extended Farmer's Market schedule, and a vibrant Summer Concert Series! We also worked with community groups to bolster the City of Troy's deep run in the Frontier Communications' America's Best Communities contest, bringing thousands of dollars of investment back into our city.

Our biggest attraction, by far, in commemorating the 150th anniversary of President Abraham Lincoln's assassination, was the placement of "Return Visit", the 30-foot-high J. Seward Johnson bronze sculpture on the Miami County Courthouse lawn for this year's Sculptures on the Square art exhibit. Later in the year, we were thrilled to be able to bring the "Lincoln Funeral Train", a steam locomotive and tender named LEVIATHAN, which brought over 15,000 visitors to the walk-through exhibit in downtown Troy!

Our year wrapped up with a rainy but enjoyable Taste of Troy festival featuring the town's best restaurants and local craft beer, a hugely successful Hometown Halloween, and the Grand Illumination of our city's Christmas tree with a month-long residency of Santa Claus himself in our brand new "Santa House", donated by the Western Ohio Home Builders Association located on Prouty Plaza.

We can't wait for all the fun in 2016 and invite you and your family, friends, and neighbors to our many wonderful events. From all of us involved with Troy Main Street, we thank you for your support in 2015 and look forward to partnering with you in 2016 and beyond!

Will Harrelson
2015 Troy Main Street Board President



SAVE THE DATE

Picnics on the Plaza Lunchtime Concert Series*

May 23, 25, 26

Troy Streets Alive!*

April 29 Troy History Tours | May 27 Dancing in the Streets | June 24 | July 29 | Aug. 26 | Sept. 25 | Oct. 27 Troy vs. Piqua Pep Rally | Nov. 27 | Dec. 23 Santa Send Off

Troy Summer Concert Series | Prouty Plaza

May 29 | Troy Civic Band Concert
June 17 | The Eric Jerardi Band
June 24 | This Side Up
July 8 | Everything Fitz
July 15 | Seventh Street
July 17 | Troy Civic Band Concert

July 22 | Brass Tracks
July 29 | Mad River Railroad
August 5 | Hotel California
August 14 | Troy Civic Band Concert
August 21 | Mayor's Concert
September 5 | Troy Civic Band Concert

Troy Strawberry Festival

June 3, 4 & 5

Movies on The Square*

June 14 | Star Wars The Force Awakens
July 12 | The Polar Express
August 9 | Zootopia

Downtown Troy Farmers Market*

Saturdays 9 AM to 1PM | June 11 - October 8

National Night Out

August 2

Taste of Troy*

September 10

Hometown Halloween Parade & Downtown

Trick or Treat *

October 22

Merchant Holiday Open House*

November 4, 5 & 6

Grand Illumination*

November 25

*Presented by Troy Main Street

BOARD OF TRUSTEES

2015

Will Harrelson,
President
Faust, Harrelson, Fulker
McCarthy & Schlemmer, LLP

Ben Redick,
Vice President
Bruns Realty Group
2014 Leadership Troy Intern

John C. Wilson,
Past President
Hatfield Properties

Sandy Pennington
Treasurer
Wright-Patt Credit Union

Tony Blundell*
Medallion Investments

Matt Erwin
Erwin Chrysler Dodge Jeep

David Fair
David Fair on the Square

David Fisher
US Bank

Gregg Harris
City of Troy

Rich Dinsmore
Crown Equipment Corp.

Phyllis Meiring
In the Patch Designs

Kathi Roetter
Troy Area Chamber

Todd Uhler*
Basil's on Market

Wade Westfall
Four Sons Development, LLC

*Outgoing '15 Board Members



2016

Incoming Board Members

Dave Dilbone
Troy City Schools

STAFF 2015

Stephanie Silk
Interim Executive Director
*Outgoing

Kelly Snyder
Farmers Market Manager

STAFF 2016

John C. Wilson
Executive Director *Incoming

Stephanie Silk
Director of Marketing & Events

Kelly Snyder
Farmers Market Manager



MAKING AN INVESTMENT IN THE COMMUNITY

Every dollar invested in Troy Main Street goes directly into supporting our mission to continually strengthen downtown Troy as a great place to live, work, shop, and celebrate. For every \$1 spent to attract people to downtown Troy through marketing and events, we generate \$6.47 of direct spending at local businesses.

For every \$1 raised through memberships, sponsorships, private grants, and personal donations, we leverage an additional \$15.10 of reinvestment in the community by connecting the greater Troy area to downtown, building community partnerships, and inviting residents and visitors to shop and explore.

TROY MAIN STREET, INC.
405 SW Public SQ, Suite 231
Troy, OH 45373
TroyMainStreet.org | 937.339.5455



TROY MAIN STREET, INC.

statement of financial position

December 31st, 2015

ASSETS

Current Assets	
Cash – checking	\$50,157
Cash – savings	\$38,238
CDs	\$72,610
Accounts Receivable	\$1,150
Total Assets	\$163,752

LIABILITIES

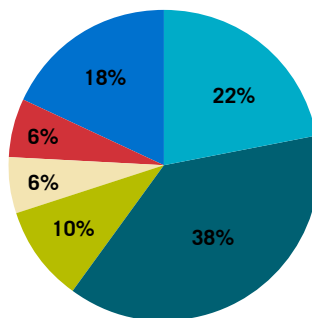
Total current liabilities	\$2,962
---------------------------	---------

EQUITY

Retained Earnings	\$149,080
Net income	(\$11,710)
Total Equity	\$160,790

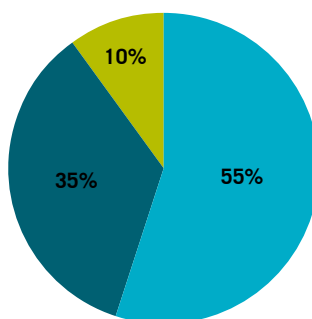
TOTAL LIABILITIES & EQUITY	\$163,752
---------------------------------------	------------------

INCOME \$250,429



- Corporate & Business Grants
- Foundation/Non-Profit
- Grants
- Business Contributions
- Individual Contributions
- Memberships Events

EXPENSE \$238,720



- Events
- Administrative
- Marketing, Business Dev. & Operations