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Governor

Michael S. Steele
Lt. Governor



Victor L. Hoskins
Secretary

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MAIN STREET MARYLAND

FALL 2004

FROM THE GOVERNOR



The Main Street Maryland program began in 1998 with the announcement of three Main

Street communities. I am pleased to announce that the program has expanded each year and now includes 16 communities, four of which have been certified as National Main Streets.

I would like to congratulate and wish continued success to all the Main Street Maryland communities. Your dedication helps make Maryland a better place to live and visit.

— Governor Robert L. Ehrlich, Jr.

FROM THE MAIN STREET MANAGER

I am proud to present our first Main Street Maryland newsletter. It will highlight Main Street Maryland news and keep you informed of activities in Main Street communities throughout the State and activities of the National Main Street Center.

I hope you find this newsletter informative. You may send your comments and story ideas to Yvette Wilson at wilson@dhcd.state.md.us or to me at brownjo@dhcd.state.md.us or call us at 410-209-5800.

— Joseph Brown

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Main Street Maryland Recognizes New Communities, Volunteers, Businesses and Projects at Awards Lunch

Secretary of Maryland Housing and Community Development Victor L. Hoskins recognized four new Main Street communities and 20 outstanding volunteers, businesses and projects at the first Main Street Maryland awards program April 30 at the Annual Preservation & Revitalization Conference in Frederick.

Brunswick, Dundalk, Mount Airy and Takoma Park are the newest Main Street Maryland communities.

Sixteen Main Street Maryland volunteers, two businesses and two projects were also recognized during the program. Read about the award winners by downloading the Recognition Awards Program at www.mdhousing.org/mainstmd. Two volunteers not included in the program are described below.

Barbara Armstrong: The owner of Armstrong Insurance Agency in Frostburg serves as treasurer on Historic Frostburg's Board of Directors. She is a visionary who knows the potential of the community and is pro-active in finding ways to make things



Bobbi Kittner, representing the Old Takoma Business Association, accepts the Main Street Maryland plaque awarded to Takoma Park from Secretary Hoskins. Brunswick, Dundalk and Mount Airy were also designated as new Main Street Maryland communities this year.

happen. Armstrong brings volunteers together and gets results because her genuine love for Frostburg shines through. She is Frostburg's "best kept secret."

John Myers: When it comes to volunteers, Myers is a CPA who has stepped up to the plate with his time, knowledge and commitment. He chairs the committee that selected

a consultant for a marketing feasibility and action plan for downtown Taneytown. Through his direction, Main Street and the city now have a short- and long-term plan for developing the downtown area and creating jobs. Taneytown is exceptionally honored to have such an outstanding professional as a volunteer.

Four MD Communities Certified as National Main Streets

Four Main Street Maryland communities—Bel Air, Cumberland, Frederick and Westminster—have been certified as National Main Streets. The communities were acknowledged during the plenary session at the National Main Streets Conference, May 9-12 in Albuquerque, N.M.

Main Streets are nationally

certified for achieving a higher status of performance—one to which all programs should strive.

Communities must meet 10 points of criteria to be nationally certified. These include broad-based community support, vision and mission statements, a comprehensive work plan, an historic preservation ethic,

an active board of directors and committees, an adequate operating budget, a professional program manager, ongoing training for staff and volunteers, statistical reports, and National Trust's Main Street membership.

For more information about the national organization, visit www.mainstreet.org.

COMMUNITY EVENTS

SEPTEMBER

2
5 to 11 p.m.
Classy Chassis Car Cruise on
Main Street, Frostburg

4
5 to 9 p.m.
First Saturday Gallery Walk,
Frederick

10
Salisbury University Party on
the Plaza, Salisbury

18
9 a.m. to 8 p.m.
Fallfest, Elkton

19
3 p.m.
Fallfest Parade, Westminster

23-26
Fallfest, Westminster

24
6 p.m. to Midnight
Midnight Madness,
Westminster

25
United Way Day of Caring and
Sharing, Frostburg

25
9 a.m. to 8 p.m.
Fallfest, Elkton

OCTOBER

2
5 to 9 p.m.
First Saturday Gallery Walk,
Frederick

16
The Pink Line Project (Breast
Cancer Awareness), Frederick

29
6:30 p.m.
Halloween Parade, Elkton

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Meet Frostburg's Main Street Manager: Karin Tedesco



Karin Tedesco is the manager of Historic Frostburg. In addition to managing the Main Street program, she serves on the

Board of Directors for the Western Maryland Scenic Railroad and various committees throughout the county pertaining to tourism and promotional events.

A graduate of Utah State University, Tedesco earned an associate's degree in office management. She has retail sales, customer service and office management experience.

Tedesco relocated to Frostburg from Salt Lake City with her family in 1999.

Q. What is your vision for Frostburg?

A. My goal is to get our empty storefronts filled. We have new business interests on a regular basis. Though there are challenges to be met, this is

also very rewarding. I want our town to be friendly, homey and sophisticated, yet locally sensitive. After all, our community and customers deserve the best we have to offer.

Q. What are some of your accomplishments to date?

A. We have updated the visitor maps located at the depot and post office. The Great Frostburg Dollars Auction was my first promotional event. For every purchase made at participating businesses, a \$10 Frostburg Buck was issued. Merchants donated items for the auction that were displayed in a storefront window. Participants used Frostburg Bucks to bid at the auction. It was a very successful event, and a great community gathering.

Q. What do you like about the State of Maryland?

A. I love the small town community spirit... I love the fast pace,

with big city life just 2.5 hours away... I love the history and culture found in the East... I love the beautiful landscape throughout all four seasons... I love the fresh seafood... need I say more?!

Q. What makes Frostburg special?

A. Frostburg has so much to offer—a vast array of shopping, restaurants, places of worship, a college and a strong sense of community pride.

Q. What is most rewarding about being a Main Street manager?

A. The success stories I hear from business owners... the new memberships that come in to the program, and the support from existing members... partnerships formed with different groups... but most of all, the pride the local people take in the community.

Contact Karin Tedesco at 301-689-6900 or ktedesco@allconet.org.



MAIN STREET MARYLAND TRAINING CALENDAR

SEPTEMBER

13
Sponsorship
Crownsville

21
Main Street Managers Meeting
Location TBA

26
Reconnaissance Visit
Mount Airy

27
Reconnaissance Visit
Dundalk

28
Reconnaissance Visit
Brunswick

30
Reconnaissance Visit
Takoma Park

OCTOBER
12
Event Planning
Crownsville

26
Work Plan
Takoma Park

27
Work Plan
Dundalk

28
Work Plan
Brunswick

29
Work Plan
Mount Airy

NOVEMBER
8
Economic Restructuring
Crownsville

DECEMBER
13
Business Retention
Crownsville

FOR MORE INFORMATION:
410-209-5800
www.mdhousing.org/mainstmd

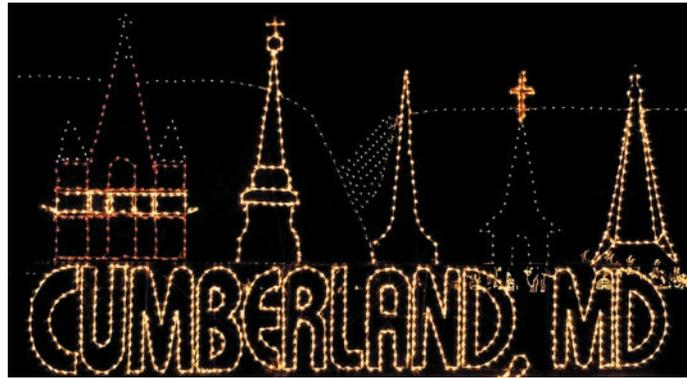
FEATURED MAIN STREET: Cumberland

A renewed energy is apparent in downtown Cumberland. Downtown managers Sue Cerutti and Ed Mullaney have formed partnerships over the last five years with an unprecedented number of agencies and organizations to target the downtown pedestrian mall as the heart of the community. The goal of this coalition was to enhance and stimulate the business district and assure continued success.

Downtown Cumberland Business Association began an initiative to include adjacent neighborhoods and commercial districts as part of the central business district, which enhances their ability to market the area. The Summer in the City program, along with several other partners, plans more than 65 festivals and musical events annually. The Cumberland/Allegany County Industrial Foundation, along with other partners, also planned a show featuring a local artist, to present retail and development opportunities to potential entrepreneurs and developers.

During this time period, six new businesses have opened and one has expanded. A total of 16 full-time positions and nine part-time positions were generated by these initiatives. Public and private investment in capital projects totaled \$528,000.

New businesses are reporting a much higher volume of sales than



Sixty students from the Allegany County Center for Career and Technical Education constructed an 18 by 35 foot replica of the Cumberland skyline that was showcased at a light show at Rocky Gap State Park in Western Maryland.

anticipated. For example, business plans for one local restaurant projected serving 50 meals a day and they are averaging 120 meals per day.

Also, more than 1,200 volunteer hours have been logged in the capacity of serving on committees, participating in the lenders' loan pool, developing business plans, general maintenance duties, carpentry work, and maintaining the landscaping in the downtown and surrounding areas.

The excitement of downtown Cumberland during the summer is created by a collaboration among several agencies for the Summer in the City program, which provides festivals and entertainment throughout June,

July and August. As part of this activity, the Cumberland Main Street program provides revenue for five festivals. The highlight of the summer is the successful Friday After Five events held each Friday from Memorial Day through Labor Day. Several staging areas are created throughout the downtown area providing a comprehensive program of music and activities culminating with a special encore, which draws more than 6,000 people. The Friday After Five activities bring people downtown and provide an opportunity to showcase restaurants and businesses. One of the Cumberland Main Street program's primary objectives is to promote al-fresco dining.

Cumberland's bi-weekly Farmers Market is another magnet to draw people into the immediate downtown and Cumberland was designated by the State of Maryland as an Arts and Entertainment District, which is a great marketing tool.

Public improvements include new kiosks, signage and bike racks and private investments totals well over \$3 million in renovations.

Downtown Cumberland Facts:

- Retail occupancy in downtown Cumberland is about 85 percent.
- Commercial rental space ranges from \$6 to \$18 per square foot.
- Downtown Cumberland is an active Historic Preservation District.
- The area is now the fourth most visited area in Maryland.

Cumberland's Main Street managers Sue Cerutti and Ed Mullaney have formed partnerships over the last five years with an unprecedented number of agencies and organizations to target the downtown pedestrian mall as the heart of the community.



(continued from page 2)

NOVEMBER

6

5 to 9 p.m.
First Saturday Gallery Walk/
Downtown Open House,
Frederick

6

6 to 11 p.m.
MS Hats Off Dance with
Silent Auction, Antrim 1844,
Taneytown

11

Small Business Person of the
Year Award, Elkton

26

5:30 p.m.
Christmas Tree Lighting,
Police Station, Taneytown

26

8 a.m. to 9 p.m.
Frosty Friday, Frederick

27

4:30 p.m.
Holiday Tree Lighting Event,
Westminster

27

Downtown Christmas
Parade, Tree Lighting and
Santa, Salisbury

30

4:30 p.m.
Festival of Wreaths (through
December 4), Westminster

DECEMBER

3

Christmas Event, Elkton

4

5 to 9 p.m.
First Saturday Gallery Walk,
Frederick

4

3 to 10 p.m.
Holiday House Tour
and Starlight Shopping,
Westminster

Main Street Maryland Economic Development Statistics

Main Street Maryland communities reported the following data for July 1, 2003 to June 30, 2004

Community	New/Expanded Business	Jobs Created	Public/Private Improvement Cost	Volunteer Hours
Cambridge	1	3	\$0/\$45,000	988
Cumberland	18	98	\$88,791/\$1,260,305	3,850
Denton	5	7	\$15,750/\$88,390	461
Easton	1	3	\$10,000/\$0	120
Elkton	13	44	\$18,500/\$3,055,000	799
Frederick	19	36	\$219,201/\$1,604,386	1,787
Frostburg	3	15	\$32,000/\$17,425	735
Oakland	9	20	\$0/\$0	305
Salisbury	3	19	\$0/\$0	562
Taneytown	11	27	\$904,168/\$216,740	1,859
Westminster	18	30	\$5,263,054/\$769,047	616

Source: Main Street Maryland program monthly reports



- BEL AIR
- BRUNSWICK
- CAMBRIDGE
- CUMBERLAND
- DENTON
- DUNDALK
- EASTON
- ELKTON
- FREDERICK
- FROSTBURG
- MOUNT AIRY
- OAKLAND
- SALISBURY
- TAKOMA PARK
- TANEYTOWN
- WESTMINSTER

National Main Street Center News

New Small Deal Fund

The National Trust created a new historic tax credit to help bring investment to the smaller rehabilitation projects typically found on Main Streets. The National Trust Small Deal Fund (SDF) provides a unique service within the historic tax credit industry by investing in very small historic tax credit projects generating as much as \$650,000 in tax credit equity (about \$3.5 million in total development

costs) or as little as \$200,000 in tax credit equity (about \$1.2 million in total development costs). Such projects are typically overlooked by conventional equity syndicators.

All types of properties, including hotels, offices, restaurants, entertainment uses, cultural and nonprofit facilities, retail and mixed-use projects, are eligible. For more information, call Joseph Pettiford at 202-588-6359 or visit www.mainstreet.org.

Center Welcomes New Director

Doug Loescher is the new director of the National Main Street Center. He has more than 20 years of experience in the Main Street field, including positions in Maysville, Ky., and Corning, N.Y. During the past 14 years, Loescher has served in several roles at the Center, most recently as assistant director.

To read about Loescher's ideas on Main Street's elusive "fifth point," see his column in the August issue of *Main Street News*.

Rehabilitation Tax Credit Guide

The National Main Street Center now offers an online, interactive rehabilitation tax credit guide. Learn how the federal Rehabilitation Tax Credit can help finance rehabilitation projects in your community.

Since its inception in 1976, the credit has encouraged the rehabilitation of more than 31,000 historic properties. For more information, visit www.mainstreet.org.

Main Street Maryland is published by the Maryland Department of Housing and Community Development.

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2005 National Conference in Baltimore

SAVE THE DATE!

The 2005 National Main Streets Conference will be May 8-11 in Baltimore. The theme, "Cool Cities: Old Buildings, New Attitudes," will address how attitudes toward old buildings have changed over the past two decades. Preservation-based commercial district

revitalization consistently proves that old buildings make great places for new ideas.

The conference will focus on the dynamic activities and ideas that create successful and attractive cities and towns.

Information: 202-588-6219 or www.mainstreet.org.