

MAIN STREET DEFUNIAK SPRINGS

2021 ANNUAL REPORT



PROUD PARTNERS OF



EXECUTIVE DIRECTOR'S NOTE

Main Street DeFuniak Springs brings together a diverse array of people with our Board of Directors, committee members, and event volunteers. Surrounding us, we have business owners, professionals, educators, community leaders, residents, and more. These individuals, this organization, has the City of DeFuniak Springs, its historic downtown, and the collective's growth and success as its focus. Main Street DeFuniak Springs worked diligently in 2021 to preserve, protect, maintain, and improve the historic downtown district of DeFuniak Springs, Florida.

With a focus on increasing community events and economic vitality to the downtown business district, the fruits of Main Street DeFuniak Springs' efforts are evident by the new businesses that relocated or opened in the district, and the increased foot traffic downtown. In 2021, Main Street DeFuniak Springs welcomed the following businesses...

- Choctawhatchee Construction Group
- DeFuniak Springs Art Gallery
- DeFuniak Springs Counseling Center
- Fyzical Therapy and Balance Center
- Kickin' It Fitness
- Merle Norman Cosmetics
- The Pink House Aesthetics & Wellness Boutique
- Quality Roofing Solutions
- Uniquely Clever Art Bus.

Many of the new businesses in DeFuniak Springs have not only contributed to the merchant mix but have made sizable investments into the restoration of their buildings.

Additionally, Main Street DeFuniak Springs hosted a variety of events aimed at offering something for everyone in the community. Reoccurring events included the Saturday Farmer's Market, weekly Music on Main series at the Florida Chautauqua Theatre, and month-long Merry Main Street. New and exciting events debuted by the 501(c)3 non-profit include the rare and restored Tractor Parade, school-aged Student Chalk Walk Competition, Bounce on Baldwin, 4th of July Festival, and Oktoberfest. Supporting a collection of nearly 60 small businesses, with one full-time staff member, and the volunteered time of its Board of Directors and committee members, Main Street DeFuniak Springs has made immeasurable differences in the City of DeFuniak Springs and Walton County.

Sincerely,



Chelsea Blaich
Executive Director
Main Street DeFuniak Springs



MISSION

Main Street DeFuniak Springs' mission is to preserve, protect, maintain and improve the historic downtown district of DeFuniak Springs, Florida, and to increase community events and economic vitality to the downtown business district region.

2020 BOARD OF DIRECTORS

President | **Amanda Bierbaum**, Soiree

Vice President | **Glen Harrison**, Panhandle Concessions & Catering LLC

Treasurer | **Katelyn Tidwell**, Fisher's Pharmacy

Brut Campbell-Work, Clark-Partington Attorneys at Law

Sommer Adams, Frost Lane Farms

Lance Youngblood, JM Phelps Construction

Nevin Durden, Eglin Air Force Base

Mark Bird, Aquatechs

Dustin Cosson, Walton County Sheriff Department

2020 COMMITTEE MEMBERS

Promotions

Amy Wells

Candace Jones

Candace Schipper

Gabrielle Kilgore

Melissa Webster

Shalyn Tison

Design

Amy Meyer

Ashley Voss

Katlyn Arnold

Kim Wennerberg

Economic Vitality

Brandy Brown

Rachel Norman

Trenton Kilbey

Main Street DeFuniak Springs' volunteers invested more than **\$11,400** through **400+** hours of service in 2020.

With only one full-time, paid employee, Main Street relies heavily on its volunteers coming together to carry out our mission.



MAIN STREET AWARDED 2021 ACCREDITATION STATUS

Main Street DeFuniak Springs announced today its designation as a 2021 Main Street America™ Accredited program. This is the local programs third year to receive the distinguished honor.

Main Street DeFuniak Springs is a recognized leading program among the national network of more than 1,200 neighborhoods and communities who share both a commitment to creating high-quality places and to building stronger communities through preservation-based economic development. All Main Street America™ Accredited programs meet a set of National Accreditation Standards of Performance as outlined by the National Main Street Center.

In 2020, Florida Main Street's active programs reported positive net growth. The communities reported more than \$55,159,098 public and \$49,266,348 private investments. Additionally, the Main Street districts welcomed 191 net new businesses, 772 net new jobs and more than 49,110 volunteer hours.



2021 CALENDAR OF EVENTS

In 2021, Main Street DeFuniak Springs rolled out a robust calendar of events. The events, aimed to attract a varied audience throughout the year, brought thousands of locals and tourists to our historic downtown.



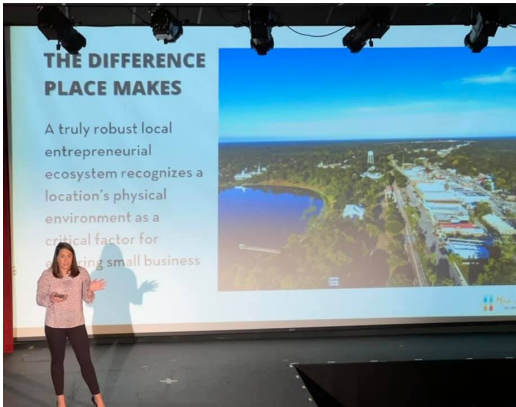
Events included...

... the intimate, songwriters-style **Music on Main** concert series hosted at the historic Florida Chautauqua Theatre

... the weekly **Farmer's Market** season that kicked off in the spring with a rare and restored **Tractor Parade**

... **Easter Bunny Photo (h)Op** at The Opinion Place

... end-of school-year **Bounce on Baldwin** featuring 10+ inflatables and interactives



... family-friendly **4th of July Festival** featuring food trucks and vendors, hosted in tandem with the fireworks display produced by the DeFuniak Springs Business and Professional Association (DBPA)

... **Small Business Seminars**, produced in partnership with BanCorp South, the Small Business Development Center of UWF, and the Walton Area Chamber of Commerce



... inaugural **Oktoberfest** beginning with a morning Run/Standup Paddle (Run/SUP) race on Lake DeFuniak, followed by DeFuniak's first German-inspired festival complete with beverages, bratwurst, and axe throwing

... **Small Business Saturday**, a national movement encouraging customers to patronize locally owned and operated independent businesses



... **Merry Main Street** the free, family-friendly, series of holiday events taking place in tandem with the City's Christmas Reflections light show

... **Food Truck Friday** showcasing a variety of local and regional food trucks and trailers serving new culinary options alongside live music

DIGITAL PRESENCE

5,054
PAGE LIKES

FACEBOOK

+ 58% LIKES

1,790
FOLLOWERS

INSTAGRAM

+ 44% FOLLOWERS

36,208
PAGE VIEWS

WEBSITE

+ 64% VIEWS

WHY DONATE?

Our downtown is what drives our economy. Our lakeyard and historical assets are a source of pride for locals and keeps tourist coming back. Our commercial district drives income tax revenue for the City by creating a community that people want to work in. Our events fill the streets. Our small businesses build character and our ornament buildings provide a charming backdrop for commerce. As a 501(c)3 Charitable Non-Profit, we need your support to continue doing what we do.

SUPPORTING PARTNERS

We simply could not do what we do without the support of our partners. Thanks to the Walton County Board of County Commissioners (BCC) and the City of DeFuniak Springs City Council, Main Street DeFuniak Springs received **\$66,666** in government funding for the FY 2020-2021.

These local businesses and individuals invested roughly **\$26,597** in our mission and enabled us to invest in our community events and beautification efforts. When you support Main Street, you support a movement to strengthen DeFuniak Springs.

- 30A Greenway
- Affordable Home Insurance
- All-In Credit Union
- Big Boss Stores & Phillips Energy
- Chautauqua Rehabilitation & Nursing Center
- Choctaw Land & Timber
- Clark-Partington Attorneys at Law
- Clary-Glenn Funeral Homes & Crematory
- Cultural Arts Alliance of Walton County
- DeFuniak Springs Family Dental
- Firestone Service Center
- Fisher's Pharmacy
- Fyzical Therapy & Balance Center
- H&M Hot Dogs
- Henderson Barrett, LLC
- JM Phelps Construction
- Kim & Company
- Main Street Fitness Company
- Merrifield & Pilcher Realty
- Naylor Realty
- Nook and Cranny Consignment
- Office of the City Marshal, DeFuniak Springs Police
- Professional Products, Inc.
- Rollout Sushi & Such
- SETCO
- Soiree
- St. Joe Community Foundation
- TechPlanet
- The Andrews Family
- The Atkinson Family
- The Dries Family
- The Pink House
- The Prescription Place
- The Roehm Family
- The Work Family
- Triangle Chevrolet Buick
- Trustmark
- Visit South Walton
- Walton County Prevention Coalition
- White-Wilson Medical Center

MAIN STREET DEFUNIAK SPRINGS



2021 ANNUAL REPORT SUMMARY



**9 NEW
BUSINESSES**
3 NEW | 6 RELOCATED



62 EVENTS
400 HRS. OF SERVICE



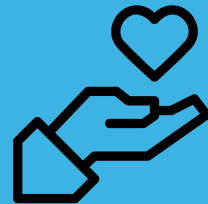
**RECOGNIZED AS
NATIONALLY
ACCREDITED
PROGRAM**



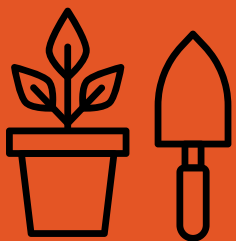
**REACHED
43,052
FRIENDS, FANS,
& FOLLOWERS**



**RENEWED ANNUAL
FUNDING
AGREEMENTS WITH
BCC & CITY OF DFS
TOTALING \$66,666
IN GOV'T SUPPORT**



**RECEIVED PRIVATE
SECTOR SUPPORT
TOTALING \$26K+
FROM AREA
BUSINESSES &
INDIVIDUALS**



**INVESTED IN
LANDSCAPE &
AESTHETIC
IMPROVEMENTS
WITHIN THE
DISTRICT**



**HONORED LOCAL
SERVICE MEN &
WOMEN AS PART
OF INAUGURAL
VETERANS BANNER
PROGRAM**

PROUD PARTNERS OF

