

# 2019 ANNUAL REPORT



# Main Street

## DEFUNIAK SPRINGS



### DEFUNIAK SPRINGS WALKING TOUR

Provided the narrative for the DeFuniak Springs Walking Tour around Lake DeFuniak

### CHUCK MAROHN

Main Street presented A Night with Chuck Marohn, CEO of Strong Towns, at the Chautauqua Theatre. 100 people attended.

### SMITHSONIAN CROSSROADS EXHIBIT

244 attendees to the exhibit hosted downtown showcasing the history of Change in Rural America.



### GRANT MONIES

\$200,000 in grant funding from USDA and State of Florida for the DeFuniak Springs Master Plan project and downtown improvement funds.



### SMALL BUSINESS SATURDAY

Small Business Saturday was the best retail day of the year. Revenues collectively in the Main Street district totaled more than \$22,000

### CHAUTAUQUA ASSEMBLY

Main Street assisted in bringing in Patrice Frey, CEO National Main Street to present a session.

### LAUNCHED FARMER'S MARKET

- 21 markets
- 46 vendors
- Average number of attendees: 245
- 2 downtown brick and mortar businesses gained from farmer's market vendors (Happenstance 360 and Praline & Company)
- During the month of December we transformed the Farmer's Market into Mistletoe Market to capture the tourist traffic for the Christmas lights around the lake yard.



### NEW BUSINESSES

5 new downtown businesses!  
(Anita's Half & Half, Perla Baking Co., Praline & Company, Roll Out Sushi & Such and Soiree)

### MAIN STREET AWARDS

Main Street was awarded two awards from the Florida Main Street Association:  
-Outstanding Rehabilitation Project for Hotel DeFuniak  
-Outstanding Campaign or Promotional Materials Brand Development Project

In addition, DeFuniak Springs was voted Best Small Town in Florida for 2019!

### CITY OF DEFUNIAK SPRINGS

#### REBRANDING

Successfully developed and implemented a new branding package for the City of DeFuniak Springs including a new City Seal and event logos.

#### RESEARCH & DEVELOPMENT

Overlay District Downtown  
Alcohol Ordinance Changes

#### MARKETING

New DeFuniak Springs t-shirts, stickers and hats

