

2020 ANNUAL REPORT



Main Street

DEFUNIAK SPRINGS



SOCIAL MEDIA ENGAGEMENT

Active on Facebook, Instagram and Twitter
Combined reach of 4,427 followers
53.3426% growth for the year

EMAIL MARKETING

521 Contact Database
47 Email Campaigns Sent
3,569 Opens
591 Clicks

BRICK & MORTAR

11 Vacancies
51 Open for Business
3 Under Renovation



COVID-19 RESPONSE

Communicated PPP loan opportunities with merchants
Shared information on e-commerce and online selling platforms to merchants
Shared store safety protocols and hours with consumers
Hosted mask decorating event at Farmer's Market in September



FARMER'S MARKET

28 markets
Average of 15 vendors per weekend
Average number of attendees: 150

MISTLETOE MARKET

Hosted every Saturday November 28 - December 19
2 p.m. - 7 p.m.
50+ vendors each weekend
Average of 15,000 people

SMALL BUSINESS SATURDAY

Small Business Saturday surpassed 2020's numbers.
Revenues collectively in the Main Street district totaled more than \$25,000
300% increase of 2020

MERRY MAIN STREET

Hosted every Saturday November 28 - December 19
Santa & Mrs. Claus
Choctaw Express Train Rides
Christmas Carolers
Kids Character Appearances
Christmas Movies



POLICIES & PROCEDURES

- Went before City Council to request formal adoption of Rebranding Package
- Sought City staff assistance with submission of USDA grant for permanent Farmer's Market structure
- Shared links and resources for 2020 Census
- Shared links and resources for 2020 Elections
- Championed the Vote FOR 2% TDT Tax for North Walton
- Shared education materials on minimum wage increase to merchants



2020-2021 BOARD OF DIRECTORS

President - Amanda Bierbaum, Soiree
Vice President - Glen Harrison, Panhandle Concessions
Treasurer - Katelyn Tidwell, Fisher's Pharmacy
Tony Vallée, McWhorter Vallée Design
Brut Campbell-Work, Clark Partington
Sommer Adams, Frost Lane Farms
Nevin Durden, Eglin AFB
Lance Youngblood, JM Phelps Construction
Dustin Cosson, Walton County Sheriff's Office