



Main Street

DEFUNIAK SPRINGS
2022 ANNUAL REPORT

MAIN STREET DEFUNIAK SPRINGS

MISSION

The Mission of Main Street DeFuniak Springs is to spark community revitalization and economic growth with an emphasis of historic preservation. We strive to promote quality design of public and private spaces, champion economic vitality, and sponsor activities that solidify community pride.

VISION

Main Street DeFuniak Springs believes everyone deserves a beautiful, vibrant downtown – a place that has a thriving local economy, is rich in character, and features inviting public spaces that make residents and visitors feel they belong. We want to celebrate the rich history of our community, while helping breathe new life into our downtown economy.

VALUES

Honesty – We must demonstrate objectivity and consistently communicate with total transparency.

Leadership – We must exemplify the highest standards of professional management with every decision, project, or interaction conducted in the name of Main Street DeFuniak Springs.

Inclusive – We must seek input from business owners, stakeholders, partners, investors and the community at large to achieve a holistic approach for our mission.

Volunteer – We must set the standard as the ideal example of a collaborative, respectful and supportive volunteer.

Distinction – We must exceed all normative standards of operation while maintaining a focus and understanding of our role in building and supporting the best version of our community.



National Main Street Center
a subsidiary of the
National Trust for Historic Preservation



Main Street America has been helping revitalize older and historic commercial districts for 40 years. Today it is a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. Main Street America is a program of the nonprofit National Main Street Center, a subsidiary of the National Trust for Historic Preservation.



Florida Main Street is a technical assistance program with the goal of revitalizing historic downtowns and encouraging economic development within the context of historic preservation. Since 1985, Florida Main Street has offered technical assistance to Main Street programs across the state. The program is a part of a network of over 40 nationally recognized programs throughout the country. Florida Main Street is administered by Division of Historical Resources under the Florida Department of State.

2022 BOARD OF DIRECTORS

Executive Committee

President | Amanda Bierbaum, Soiree

Vice President | Glen Harrison, Panhandle Concessions & Catering LLC

Treasurer | Katelyn Tidwell, Fisher's Pharmacy

Secretary | Nevin Durden, Eglin Air Force Base

Members at Large

Sommer Adams, Frost Lane Farms

Lance Youngblood, JM Phelps Construction

Mark Bird, Aquatechs

Dustin Cosson, Walton County Sheriff's Office

Brut Campbell-Work, Clark Partington Attorneys at Law

COMMITTEE MEMBERS

Promotions

Candace Jones

Brianne Gregor

Willy Whitehurst

Camile Burlison

Gabrielle Kilgore

Shalyn Tison

Scarlett Reed

Connie Harrison

Design

Ashley Voss

Kim Wennerberg

Amy Meyer

Derrick Deida Cerezo

Dinah Dybas

Economic Vitality

Brandy Brown

Rachel Norman

Trenton Kilbey

Main Street DeFuniak Springs' volunteers invested more than **\$20,000** through **700+** hours of service in 2022.

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



2022 CALENDAR OF EVENTS

In 2022, Main Street DeFuniak Springs continued to delight locals and visitors with a varied calendar of events featuring reoccurring and signature events, aimed to attract a varied audience throughout the year. Thousands visited downtown in 2022 to attend one or more of the following....



... **Food Truck Friday** hosted on the second Friday of each month showcasing a variety of local and regional food trucks and trailers serving unique culinary options not otherwise available locally

... **Music on Main** concert series hosted at the historic Florida Chautauqua Theatre



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

... **2nd Annual Tractor Parade** kicking off our weekly **Farmer's Market** season that ran mid-March through mid-November

... Nashville recording artist **Bradley Gaskin Concert** at the Florida Chautauqua Theatre



... **Porsches & Princesses** benefitting the Emerald Coast Children's Advocacy Center

... **Easter Bunny Photo (h)Op** at The Opinion Place and in-store Easter Egg Hunt

... **Preservation Month Seminar** with acclaimed civic pride consultant, Jeff Siegler, sponsored by the Community Redevelopment Agency (CRA)



... end-of school-year **Bounce on Baldwin** featuring 14+ inflatables and interactive experiences

... **2nd Annual Oktoberfest** hosting record-breaking attendance for a family-friendly evening

... **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

DIGITAL PRESENCE

7,134

PAGE LIKES

FACEBOOK

↑ 41.15%

2,161

FOLLOWERS

INSTAGRAM

↑ 20.72%

48,671

PAGE VIEWS

WEBSITE

↑ 34.42%

SUPPORTING PARTNERS



Main Street DeFuniak Springs is grateful for the Walton County Board of County Commissioners and the City of DeFuniak Springs City Council who have continued to support our organization through annual **public funding** in amount of **\$33,333**, respectively.

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 events fill the streets. As a 501(c)3 Charitable Non-Profit, Main Street depends on the charitable giving of businesses and individuals. Thanks to the contributions of the following businesses, Main Street raised over **\$46,000** in **private funding** to support its events.

NEW BUSINESSES

Main Street DeFuniak Springs would not be who it is without the brick and mortar merchants that make up the district. In 2022, Main Street welcomed 8 new businesses and are thrilled to have them be a part of our thriving downtown!

- Bluewater Wealth Strategies
- CCB Community Bank
- DeFuniak Springs Family Dental
- Embers Bistro
- Full Spectrum ABA
- Kim & Company
- Liberty Partners
- Tina Smith Photography Studio & Boutique

Our commercial district drives income tax revenue for the City by creating a community that people want to work in. Small businesses build character and our ornate buildings provide a charming backdrop for commerce.

BEAUTIFICATION PROJECTS

Our Design and Beautification Committee identified three projects they championed in 2022.

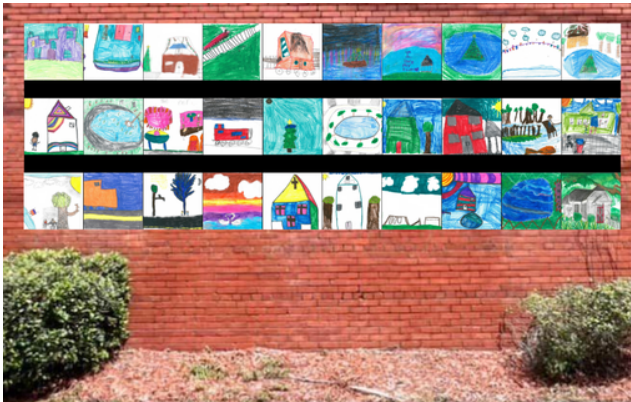
MURAL PROJECT



The gateway to our District will be an attraction like none other with the completion of the mural on Bass Style Shop. Private funds were raised to secure this project and we are so excited to see many slow down and take a picture with our beautiful magnolias!

ART IN THE ALLEYWAY

Main Street DeFuniak Springs partnered with the Walton County School District to have students submit drawings of their favorite DeFuniak Springs memory. Our goal is to encourage pedestrians to use our alleyways as a thoroughfare downtown while creating a vibrant and safe environment to do so.



BENCH PROJECT



A generous supporter of Main Street helped us kickstart our new bench program allowing us to purchase 6 new benches to be added to the District to encourage patrons to sit and stay a while.

MASTER PLAN

Funded through the Walton County RESTORE Act, Main Street DeFuniak Springs entered into an agreement with Downtown Redevelopment Services in early 2022, to complete a Sustainable Economic Matrix and Master Plan (SEMMP) for our Main Street District. The proposal in its entirety can be viewed at <https://defuniakdowntown.com>. Recommendations included in the plan focus on Land Use, Transportation, Built Environment, Parks & Civic Space, Infrastructure, Green Infrastructure, Housing, Economic Development, Urban Design, Marketing & Branding, and Targeted Development Scenarios.

