



Reisterstown Improvement Association, Inc.

2023 ANNUAL REPORT

MISSION OF RIA

- Promoting economic growth for Reisterstown businesses and the citizens they serve
- Working with state and local officials to improve the infrastructure and public amenities
- Sponsoring streetscape and cleanup projects which beautify our neighborhood
- Providing for the safety of our residents while protecting our environment
- Encouraging property owners to preserve and to maintain the historic character of our community
- Organizing festivals, concerts and other events to bond with our neighbors, celebrate our hometown and bring or introduce people to Main Street
- Promoting History of Main Street Reisterstown

RIA ORGANIZATIONAL ACCOMPLISHMENTS - 2023

- 1) As a part of the Main Street Maryland program, strengthened State and County support
- 2) Awarded various State/County/Private Grants in excess of \$220,000 to fund projects of the 5 Reisterstown Main Street committees that focus on the needs of Reisterstown Main Street stakeholders
- 3) Retained existing and expanded membership and leadership
- 4) Increased diversity, especially to bring in younger members
- 5) Continued restoration of the Franklin Woodlands Trail
- 6) Continued with Farmers' Markets held each week throughout the summer which brought thousands of community members and visitors to town
- 7) Improved existing activities by engaging more volunteers and increasing promotion of activities
- 8) Increased partnership with other groups, i.e., churches, scouts, fraternal organizations
- 9) Continued to involve/focus on business development and individual businesses in the area through personal relationships. Worked with businesses that were impacted with the effects of the 2020 COVID-19 pandemic to inform them of possible grants or loans and market opportunities to support them with the community
- 10) Installed Solar Lights on Main Street Business Directory, Shops of Beckley House directory sign on the north wall of 202 Main Street, Welcome to Historic Reisterstown signs at the southern entrance and central node, and both murals in the 200 block of Main Street
- 11) Installed solar lamp posts in Reister's Desire (pocket park behind 202 Main Street) and parking lot behind the Welcome Center for safety as we hold evening meetings in the Welcome Center
- 12) Continued efforts to retain identified Historic properties to maintain the designation of an **Historic District**

RIA ORGANIZATIONAL GOALS FOR 2024

- 1) Employ all the benefits of Main Street Maryland designation, MD Sustainable Community designation, Baltimore County Community Revitalization District, and National Main Street membership to meet our vision for the town and obtain financial resources to achieve our goals
- 2) Have Reisterstown Design Guidelines approved by the County Council
- 3) Execute action plan items in the NDC report being used for the Reisterstown Design Guidelines
- 4) Increase awareness of Reisterstown Main Street with marketing on social media and our website www.reisterstown.com
- 5) Expand membership and leadership to continue to mature the Organization and allow it to support the Community in perpetuity.
- 6) Increase diversity that closer matches the Reisterstown community to better serve Main Street
- 7) Improve existing activities and add activities that help bring people to visit our Main Street



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- 8) Increase partnership with other groups such as the chamber, schools, churches, scouts, and fraternal organizations etc.
- 9) Continue to assist existing Main Street businesses while adding new Main Street businesses to increase economic growth using the information in the &Access Retail Study
- 10) Curating Welcome Center into a museum with community donated artifacts
- 11) Work with property owners to improve their historic structures while attracting new businesses and retaining identified Historic properties to maintain the designation of an Historic District. Award Façade Improvement Grants to properties up to \$10,000 matching grants each
- 12) Support the Main Street Manager in accomplishing the goals for the year

RIA COMMITTEES

(COMMITTEES AS SET UP UNDER MARYLAND MAIN STREET MODEL)

A governing board of directors and standing committees make up the fundamental organizational structure of our primarily volunteer-driven revitalization efforts. This structure not only divides the workload and helps delineate responsibilities, but also builds consensus and cooperation among various stakeholders.

COMMITTEE ACCOMPLISHMENTS FOR 2023

RIA Clean, Safe & Green Committee – continued monthly volunteer clean-up events along Main Street; replaced and maintained existing streetscape furniture; maintained strong partnership with the local police precinct; provided setup, cleanup & safety during Farmers Markets and our 10 summer Music on Main Street concerts; decorated Main Street for the holidays. The **Franklin Woodland Trails (FWT) Committee** continued revitalizing the original trail built in the 1970s and developing a new trail head to reclaim this environmental treasure for our community. A state “Keep Maryland Beautiful” grant was used for adding amenities. A State Bond awarded for capital improvements in 2022 will be repurposed for future FWT projects. Maintained landscape of the new gardens with trimming and mulch. Micro Community Safety Words grants program was completed distributing RING security packages to businesses and properties on Main Street and installed lived camera feeds at the Welcome Center, Maryland Horse Breeders Association in the 300 block, and trail cameras in FWT.

RIA Design Committee purchased 19 more Plaques to unveil on historic properties through grant funding; new identity/branding banners were added the Main Street lamp posts; restarted the Heritage Trail work to put signs in/around the 200 block of Main Street hiring a consultant and graphics design consultant.

RIA Economic Vitality Committee awarded four additional “**Facade Improvement Program Grants**” and doubled the amount of funding available as part of the second “Community Legacy Grant” awarded to RIA; continued to focus on filling vacant properties by meeting with interested businesses, developers, and government agency reps; performed a zoning study that determined options for attracting breweries, wineries, distilleries, and food service businesses that require liquor licenses; collaborated with Grant Committee to submit approximately \$300,000 worth of grant applications; continued strategizing with State Highway Administration, Baltimore County Department of Planning, and Baltimore County Department of Public Works to enhance traffic calming, walkability, and bike-friendly changes to Main Street. Completed a Retail Analysis study with &Access



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RIA Organization Committee continued the work in the Main Street Maryland program to improve and enhance our town making it exciting for people to visit; setup information booths 39 times at events and in the Welcome Center for some events; assisted with fundraising events within our committee and other committees; secured funding from Baltimore County in their annual budget which we plan to use to fund our Main Street Manager's salary and operating expenses; continued to use Microsoft Office 365 including Teams account; partnered with other organizations and attended conferences to assist work on Vision and Mission goals for Reisterstown; updated new visual banners on the website to promote RIA events and fundraising efforts; prepared Power Point displays including our **Main Street Sponsors** for the website and a slide show to run in the Welcome Center while open as well as yard signs to use next to outdoor Information booths; maintained contact & email list adding them to the website site to receive the weekly email; worked with treasurer and **Finance Committee** to review financial statements showing revenue and expenses; worked with the finance committee to prepare new calendar year budget and to manage the fiscal responsibilities of the organization; worked with various RIA committees to be sure they had all supplies and volunteers needed to hold successful events; maintained contact with elected officials from the Baltimore County and State; worked with **Grant Chair** who searched and applied for grants to help fund activities to reach the vision of the organization for Reisterstown Main Street; assisted the Main Street Manager with maintaining website data & financial information and increasing our brand and identity building.

RIA Promotion Committee planned and held events throughout the year; online **publicity** on Facebook & Instagram, website and weekly emails was expanded by posting events on Baltimore County Tourism, Baltimore Sun, Eventbrite, City Spark, Next Door, and a variety of other calendars on a regular basis; the **Farmers' Market** had a successful 2023 season each Sunday from June through October and was able to see an average of over 275 people at each of the 22 Sunday events. **Music on Main Street** concerts returned averaging between 500 to 1,000 attendees.

2023 events included:

- Bloomin' ArtFest – Saturday, May 13th
 - Beer & Wine Festival – Saturday, June 3rd
 - Farmers' Market- Sundays from June – October
 - Music on Main Street Concerts from June through August (10 concerts)
 - Main Street business windows painted by FHS NAHS students with seasonal themes*
 - BOOtacular – Saturday, October 28th
 - Small Business Saturday - last Saturday in November*
 - Holidays on Main Street – Saturday, December 16th *
 - Holiday Tree/Menorah Lighting - in December*
- *Overseen by Promotions Committee. Other events have their own committees.



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RIA COMMITTEE GOALS FOR 2024

Clean, Safe & Green.

- 1) Continue with **ongoing clean-up** projects
- 2) Holiday Decorating of Main Street including hanging and removing wreaths, inventory, storage and purchase of new wreaths, bows, and supplies
- 3) Partnership with local police re safety issues
- 4) Clean-up and safety during promotional events
- 5) Work on projects for the **Franklin Woodland Trails**
- 6) Responsible for upkeep of benches, trash receptacles, planters and repair of lamp post banners
- 7) Work with Design Committee to install **Historic Building Plaques**
- 8) Work with BCPD to monitor speeding on Main Street and proper stopping at crosswalks.
- 9) Replace missing bricks and pavers in the 200 & 300 block of Main Street to be funded by Baltimore County. DPW was funded \$250,000 for the project in their 2023-2024 budget

Design

- 1) Draft/work with County Planning Department to approve **Design Guidelines** for Historic Main Street including approval of a County Council Resolution
- 2) Work with County Planning Department to complete and submit the Sustainable Community Application
- 3) Complete the **Heritage Trail Project** and initiate construction of signage and other improvements
- 4) Create an inventory of available Main Street properties either for Rent or For Sale
- 5) Complete the unveiling of the **Historic Structure Plaque Program** which will add 19 plaques (4 were unveiled in December, 2023)
- 6) Work with SHA to obtain authorization to install a Northern Gateway Welcome sign
- 7) Continue to follow progress of PUD Project at Allensway Center
- 8) Continue adding Plaques to remaining benches
- 9) Continue adding personalized engraved bricks in Reister's Desire

Economic Vitality

- 1) Continue holding **Business Roundtable Meetings**, focusing on improving economic value and ideas to fill vacancies and bring unique shops to town
- 2) Award another \$40,000 of grants through **Facade Improvement Program**
- 3) Continue work to fill vacant businesses and properties; track developments and property purchases to help protect historic character of Main Street
- 5) Collaborate with State Highway Administration, Baltimore County Department of Planning, and Baltimore County Department of Public Works to implement traffic calming, walkability, and bike-friendly changes to Main Street
- 6) Work with Baltimore County Planning Department to adopt Design Guidelines and County Council to approve a Resolution so that Reisterstown will be added to their list of towns with Design Guidelines
- 7) Pursue zoning and legislative changes to make Main Street more accessible to restaurants, breweries, distilleries, and wineries
- 8) Rebrand Reisterstown for the 21st century using our Reisterstown website and social media



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Organization

- 1) Take advantage of the Main Street Maryland designation benefits; Main Street America membership; and Sustainability Community status with grant applications to fund projects of all committees
- 2) **Fundraising** to support all the programs of Reisterstown Main Street
- 3) Work with Treasurer and **Finance Committee** to be sure all aspects of budget; financial statements; and information needed is current and accurate
- 4) Work with State and County departments and County Council to advance the goals of Main Street improvements
- 5) Support **Grant Chair** to secure more resources and focus on identifying grants which advance RIA and Main Street projects
- 6) Partner with schools, churches, non-profits, organization and our membership to include everyone and encourage them to assist us to achieve our goals
- 7) Setup **Information Booths** at all events to promote our work for Reisterstown Main Street, encourage and track all Volunteers who support the work of our committees.

Promotion

- 1) Focus on **website** updates and increased publicity through social media
- 2) Oversee events on Main Street in spring and fall with the goal of increasing shopping and support of our Main Street businesses
- 3) Promote the **history of Reisterstown** and educate the community about historic Preservation and open Curated Welcome Center
- 4) Continue with **Historic Walking Tours** of the Historic Reisterstown area, develop Historic Guided Tours
- 5) Work together with businesses to create new ideas and events such as sidewalk sales and special promotions to attract Main Street visitors
- 6) Increase growth of Farmers Market
- 7) Continue with Music on Main Street concerts during the summer
- 8) Work with Main Street restaurants for a fundraiser day/evening
- 9) Promote and hold outside events for the community such as Movie Nights, Magic/Comedy night and Yoga in the Park
- 10) Form a History Club for Reisterstown Residents to gather and share stories and photos
- 11) Highlight local business offering with a press release



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MAIN STREET MANAGER ACCOMPLISHMENTS – 2023

OVERSEES COMMITTEES, WORKS WITH MAIN STREET BUSINESSES, PROPERTY OWNERS, ORGANIZATIONS, COMMUNITY GROUPS, COUNTY, STATE AND UTILITY COMPANIES:

- Gathered donations for the Welcome Center and purchased necessary equipment for the meeting space and decorated the space
- Continued to meet with committee chairs through emails, Zoom/Team meetings as well as monthly board and committee meetings
- Continued working with 5 Teams to complete the 2020 Community Legacy Grant from the State of Maryland, and attended Zoom meetings held by each team for planning purposes
- Attended monthly Zoom committee meetings of the Economic Vitality Façade Improvement Program, Organization and Grant Committees
- Participated in Baltimore County Webex calls, Chamber of Commerce Zoom calls and Webinars
- Attended Main Street Maryland state quarterly meetings, submitted reports through DHCD portal
- Collaborated with NW Chamber of Commerce for events on Main Street
- Maintain working relationships with state and county officials
- Participated in Microsoft Teams meetings
- Worked with Promotion, Marketing, Clean, Safe & Green and Organization chairs to decorate Main Street for the fall, hang wreaths on lamp posts along Main Street, organize Small Business Saturday and Holidays on Main Street events
- Assisted Clean, Safe & Green with monthly clean ups and wreath removal

PUBLICITY AND COMMUNICATION:

- Maintained email list and contact information for Main Street businesses
- Promoted all RIA events and encouraged local businesses to create their own events, which RIA also promotes
- Wrote Weekly Mailers to our growing list of subscribers
- Update and posts to social media
- Attended conferences, meetings, local events and presentations on behalf of RIA
- Annually toured Main Street with public officials to point out areas in need of attention, to include signage, streetscape and fixtures. Worked with the County to assist us in maintaining a safe and attractive Main Street community

ADMINISTRATIVE TASKS:

- Purchased equipment for committees, office and streetscape materials
- Ordered stationery, business cards, office and organization materials
- Placed orders for street fixtures and coordinated delivery and placement
- Secured furniture and other furnishings for the new Welcome Center and Office spaces.

MEMBERSHIP AND VOLUNTEERS:

- Collected annual membership dues
- Maintained contact information of membership
- Recognized Volunteers with formal activity



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MAIN STREET MANAGER GOALS FOR 2024

- 1) Continue to work with State Coordinator of the Main Street Maryland program and submit required reports
- 2) Manage the Welcome Center
 - Curate the Welcome Center to be an historic gallery
 - Assume responsibility for the Welcome Center equipment, inventory supplies & donations, prepare promotional materials for distribution marketing Main Street to Visitors, change window displays and signage
 - Create a volunteer base to work in the Welcome Center 5 days during the week
- 3) Work with Committee Chairs to hold regular committee meetings, establish a yearly budget, set goals, expand events and activities consistently and retain & increase a volunteer base assisting each committee and provide input of year's activities and future goals for Annual Report
- 4) Work with Grants Committee to obtain and manage grants for all committees that will help improve Main Street and draw residents and visitors to Historic Reisterstown and its businesses
- 5) Work with Organization committee to assemble a list of all volunteers and honor them at an Appreciation Party
- 6) Work with Economic Vitality committee to meet with property owners encouraging them to fill vacancies and beautify their facades
- 7) Visit Main Street Businesses regularly so we get their feedback/suggestions and help with their needs; encourage them to have consistent hours as well as participate in Main Street events and become RIA members
- 8) Work with Design Committee to share the NDC Design guidelines with all property owners and business owners. Work on image rebranding
- 9) Work with councilman Julian Jones to get a resolution for design guidelines
- 10) Work with county to complete Sustainable Community Application.
- 11) Work with Promotions Committee on new ways to promote Main Street program through social media and webpage. Work on new ways to engage community members.
- 12) Organize ribbon cuttings and celebrate new business openings, anniversaries & expansions
- 13) Work with Membership Chair to increase business, individuals, and non-profit members and maintain an email contact list for members for ease of communication
- 14) Maintain cordial and working relationships with our elected officials, Baltimore County Government Representatives and Departments and the SHA to work together to resolve Main Street issues; serve as liaison between Reisterstown Main Street and other agencies
- 15) Monitor Main Street, observing sidewalks, broken lights, banners, fixtures (trash receptacles, benches, planters) and report to the proper authorities for repair
- 16) Finalize a 3-5 year Strategic Plan