

# BERLIN MAIN STREET ARTS DISTRICT



**Ivy Wells**  
**Director**

**Allison Early**  
**Administrative Assistant**

**berlin**  
and **MAIN STREET**  
**arts** district  
entertainment

**Annual Report**



# **MAIN STREET DATA FOR 2024**

- **5380 Volunteer Hours**
- **\$1,400,000 Private Investment**
- **\$83,000 Public Investment**
- **12 New Businesses Opened**
- **64 New Jobs**



# 2025 MAIN STREET WORKPLAN

## **Overall:**

- **Meeting with the other Maryland Main Streets and exchanging ideas**
- **Marketing: Getting our brand out to the public to include branded items such as reusable bags.**
- **Events: Implementing a variety of family friendly entertainment and live music for events**
- **Increased Social Media Marketing**
- **Business Cooperative Collaborations**
- **Creating opportunities showcasing that Berlin Main Street is for Everyone by offering variety of events and initiatives.**



## **Organization**

- **Continue to recruit volunteers.**
- **Ensuring each event has safety measures in place including: First aid kit and defibrillators.**
- **Volunteer appreciation and training**
- **Update website**

# PROMOTIONS

## Let's Go!



- **Work with all businesses on in-store events**
- **Promoting our approach that Main Street is for Everyone.**
- **Promote the Made in Berlin brand and co-op business promotions.**
- **Create local shopping and dining promotions.**
- **Promote Berlin as an Arts destination.**

## **Economic - Businesses/Grants**



- **Maintain waitlist and work with property owners on shared use of space.**
- **Assist businesses with marketing and cooperative advertising initiatives.**
- **Façade grant reviews.**
- **Share other grant opportunities for our business community and minority business owners.**

# DESIGN



- **Assisting with architectural and Historic District design guidelines**
- **Maintain the historic look of the storefronts, work with store owners on presentation.**
- **New Holiday décor design**