

A stylized illustration of a cityscape with various buildings in shades of orange, teal, and red. A large teal circle is superimposed over the center, containing the title and subtitle. The word "FROSTBURG" is written in large, bold, black capital letters across the middle of the circle.

FROSTBURG

2021
EXECUTIVE DIRECTOR'S
REPORT

PREPARED BY
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OPERATIONS

JANUARY 1, 2021 - DECEMBER 31, 2021

- Applied for and was awarded a total of \$261,264 in grant funds for the organization's operations, special projects, and COVID-19 relief (Joint FY21 & FY22)
- Ensured membership benefits were implemented while providing a free year of membership to businesses impacted by the pandemic.
- Conducted daily operations and met deadlines for reporting responsibilities (grants, DHCD, Main Street Maryland, Passages of Western Potomac Heritage Area, Keep America Beautiful, Keep Maryland Beautiful, Maryland Humanities, Small Business Administration, etc.)
- Attended Maryland Main Street meetings and training sessions, National Main Street Center annual conference, and marketing seminars and training to enhance current practices.
- Managed A&E District reporting and program implementation as part of responsibilities.
- Shifted from membership structure to investment structure.
- Successfully completed Keep America Beautiful affiliate process and completed multiple downtown clean-up efforts prior to events.
- Attended and participated in regular committee meetings (i.e. Frostburg Green Team, City Council meetings, Chamber of Commerce Economic Development, etc.).
- Worked regularly with City of Frostburg staff and Council to improve relationships and assist with projects where appropriate.
- Participated in multiple roundtable discussions with state and federal government representatives and advocated for downtown Frostburg interests.
- Welcomed new board members and officers, including new President Jenni Georgeson, Vice-President Dr. Sarah O'Neal, and Michael Miller of Somerset Trust Company
- FrostburgFirst Board of Directors completed a 3-hour training session with The Word Woman, LLC on committee development and best practices.
- Hired Dana Bridges as the full-time Events & Promotions Coordinator.
- Hosted 2 student interns from Frostburg State University; Olivia Howard & Jaelen Bernard.
- Successfully planned and executed signature events including the 3rd Annual Cocoa Crawl, annual Spring Arts Walk, 3rd Annual Wellness Weekend, 3rd Annual Pig Out in the Park, 2nd Annual Fall Arts Walk, and Small Business Saturday & Shop Small Holiday Market.
- Launched new events including the 1st annual "Bite of the Burg" Restaurant Week, Second Saturdays, and Moonlight Madness.
- Assisted with other community events planning and promotion including Pirates Ahoy and Beautify the Burg.
- Developed new social media promotion/marketing strategies for social media, and established the "Behind the Counter" video series on TikTok.
- Increased social media reach by 55% with an average monthly reach of 70k and a total annual reach of over 800k.
- Maintained and updated all online platforms, including website, social media, and newsletter.
- Worked with the City of Frostburg to host 7 ribbon-cutting ceremonies.
- Worked with Allegany Arts Council to jointly host Quilt Walk 2021 display.

SPECIAL PROJECTS

JANUARY 1, 2021 - DECEMBER 31, 2021

- Successfully launched the "Burg Bucks" City-Wide Gift Certificate program in partnership with Somerset Trust Company.
- Completed a 4-month Pop-Up Frostburg Program and secured funding through Project Restore to launch a year-long Pop-Up Frostburg location on Main Street.
- Developed and implemented the Small Business Recovery Mini-Grant Program; disbursed \$120,000 to eligible small businesses. Funding was made available through the MD Strong Economic Recovery Initiative, the MD Department of Housing and Community Development Main Street Improvement program, donations from Armstrong Insurance Company, and FrostburgFirst fundraising efforts.
- Developed multiple video advertisements and paid for a month-long Shop Small Season ad on local tv networks and online streaming including FreeForm, MSNBC, CBS, Lifetime & Lifetime Movie Network, Hallmark, and Food Network.
- Worked with the City of Frostburg and Allegany County Tourism to identify sites within Main Street District in need of public art, and held 2 public Requests for Proposals for public art projects. Began the process to move forward with the "Trellis to Remember" art installation in Spring of 2022, and the "Gateway" Public Art Project including a wall mural at the top of Depot Hill, painting a historic timeline on the sidewalk leading up from the Depot Stairway, and renovation of the defunct phone booth at the base of the stairs into a visitor kiosk. Expect project completion by 2023.
- Worked with the City of Frostburg and Filmmaker/Photographer Michael Snyder to print 8 large-scale banners of Mountain Traditions Artwork to display throughout downtown Frostburg.
- Designed, published, and distributed new tourism-focused brochure to promote downtown Frostburg with grant funding provided through Maryland State Arts Council and Passages of the Western Potomac Heritage Area.
- Worked with the Frostburg Green Team to conduct the 1st annual Community Litter Index.

SUMMARY



- Successfully continued to pivot operations and programs in response to the ongoing COVID-19 pandemic while providing resources and financial assistance to local small businesses.
- Increased revenue and operational funding through aggressive grant applications and increased fundraising activities.
- Initiated projects and grant funding to carry through 2023.
- Provided resources and opportunities to business and artist members.
- Launched a new "Investment" structure to reach a broader community base and provide streamlined ways to contribute to FrostburgFirst mission and activities.