



www.MainStreetFairmont.org



Senator Joe Manchin



**WEST
VIRGINIA**

Economic Development

Jennifer Brennan

West Virginia Main Street/ONTRAC Coordinator



2021 Annual Report Partnering for Progress



Our Mission

Leading Our Community to Create a More Prosperous, Active and Beautiful Downtown



Our Focus

Areas of Focus from our 2020 Strategic Plan

- **Internal Efficiency and Effectiveness**
- **Community Partnerships**
- **Community Engagement**
- **Downtown Beautification**



Outcome: Funding increase of **110%**!

GOAL: Increase Funding by 100%

**Every \$1 in MSF
=
\$6 Community
Investment**

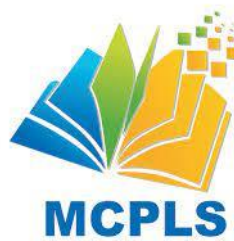
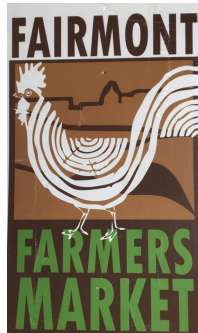


Partnerships

Our Real Measure of Success



Our Partners





720,000
Post Impressions!
56,000 Video Views

Outcome:
Increase of **90%!**

Goal: Increase Social Media Activity by 20%



Outcome:
**Completed 4 Hometown Markets and
brought > 2,000 people into Downtown**

Goal: Create Expanded Hometown Market Strategy



Volunteers

More than 1,200 Volunteer Hours Logged!





Beautification

#BeautifyTheFriendlyCity

Building Facade Rehabs



Murals





Looking Ahead

2022 and Beyond



2021 Feast of the Seven Fishes Holiday Celebration

Expanded Hometown Markets and Beautification Projects



Monroe Street Redevelopment Project

A Cornerstone for Growth



PURCHASED!

217 and 219 Monroe St



2021 Community Service Awards



A Special Thank You

To Two Small Businesses





THANK YOU FOR COMING!

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