

ANNUAL REPORT FY 2011

(July 1, 2010 - June 30, 2011)



www.hamiltonlauravillemainstreet.org

Hamilton-Lauraville Main Street's mission is to bring a diverse community of businesses & residents together to create a thriving shopping & dining destination.

A Letter from the President of the Board

Dear Fellow Volunteers,

Three years have passed since we officially organized HLMS. At the original planning meetings we had many hopes and dreams for our new venture. During the forming process, we knew we had a small, dedicated group of people with drive and vision for the Harford Road corridor. However, none of us could have imagined the level of support and commitment by business owners and residents that have made our organization the standard for other Main Street organizations.

There is a real sense of community and ownership that comes from a group of volunteers who are always ready to roll up their sleeves and bring together their talents to get the job done. The “never say no” approach is what makes HLMS the sustainable and thriving organization it has grown to be. Over the past three years we have taken on many challenges, from turning a run-down lot and community eyesore into a business incubator and community gathering place, to helping businesses run more smoothly and efficiently.

For me personally, the best part has been the many new friends I have made. My interactions with business owners and residents have given me a wealth of knowledge and enjoyment. We are a diverse group of individuals, who collectively are on a path to creating an exciting Baltimore City community in which to live, work and shop.

Thank you,

Richard A. Marsiglia, President

President

Richard Marsiglia
Hamilton Vacuum
5421 Harford Road
410-254-2323

Vice President

Jeffrey Smith
The Chameleon
4341 Harford Road
410-254-2376

Secretary

Kristin Hernandez
Mid-Atlantic Center for the Performing Arts
- and -
Hamilton Bakery
5543 Harford Road
443-438-4525

Treasurer

James Streett
Harvest Fair Supermarket
2905 Hamilton Avenue
410-254-1603

Board Members

Daniel Doty, Atty.
Resident

Thomas Rhodes
Zeke's Coffee
4607 Harford Road
410-254-0122

Jason Sullivan
Resident

Pam Wallace
Resident

Peter Mares
Resident

Facade Improvements

Façade improvements are vital to the success of any commercial district. The exterior of a business is the first thing that a customer sees. It is important for a business to project a clean & welcoming appearance. Signs should be well lit and clearly indicate the type of business, contact information and hours of operation. Lighting should be attractive and functional. Awnings add an extra dimension to the building and are easily seen by commuters and pedestrians. Windows should be clean, uncluttered and advertise the service or product that the business provides. The easiest and most affordable way to keep a building attractive is to keep paint fresh. Other maintenance includes trash removal, sweeping, weeding, removing graffiti and maintaining attractive flower pots. Maintaining an attractive façade makes a strong statement that a business cares.

Hamilton-Lauraville Main Street has facilitated façade improvement grants for seven businesses in the 2010-2011 fiscal year. Below are samples of three building façade upgrades:



Before



After

4337 Harford Road - Paint, awnings, signs on window & door



Before



After

5535 Harford Road - Windows, door, awning, sign



Before

After

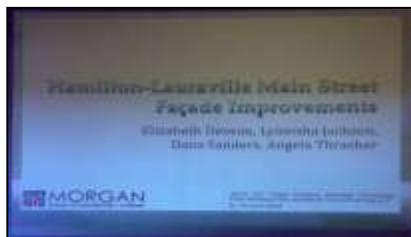
4321 Harford Road - Paint, re-point steps, sign

HLMS worked with the following businesses to facilitate reimbursement grants:

- Koco's Pub, 4301 Harford Road
- Chop Shop, 4321 Harford Road
- Red Canoe Bookstore Café, 4337 Harford Road
- The Chameleon, 4341 Harford Road
- Cozy Castles and Show Offs, 5600 Harford Road
- Hamilton Physical Therapy, 5535 Harford Road
- Mid-Atlantic Center for the Performing Arts, 5543 Harford Road

The total private investment is \$32,353.31, and the total public investment is \$14,619.79.

HLMS collaborated with the School Architecture & Planning Department at Morgan State University to prepare drawings that could be used as sample concepts to present to business and property owners. Architecture 445: Community Design Project, was designed by Dr. Richard Lloyd specifically for the HLMS commercial district. The final project was presented to HLMS board members, business owners and volunteers in May, 2011. These drawings have provided a useful tool for facade updates as well as a vision for improvement.



Rich Marsiglia & Regina Lansinger are presented with the final drawings from Dr. Lloyd and students from Morgan State University.

New Business / New Jobs

10 new businesses opened in the HLMS commercial district in FY2011. 44 new jobs created (full time & part time)

6 businesses closed in the HLMS commercial district in FY2011. -16 jobs were lost (full time & part time)

Net gain** 28 jobs

***This figure is approximate, as not all business owners provide this information or update changes in employment.*

Open For Business

The Hamilton Bakery



The interior during renovation; the interior during the 'soft' opening; ribbon cutting; product prepared fresh daily



Hamilton & Harford Roads ~ 1951

Performance Workshop Theatre



An example of adaptive re-use of a building, 5426 Harford Road started as the Provident Bank and now houses the Performance Workshop Theatre.

Beth's DIY Workshop



From a basement workshop, to a vacant building, to new ideas, Beth's DIY is a work in progress.

MURALS

Market Mural in Lauraville

HLMS worked to bring two new horizontal murals to Harford Road. In Lauraville, the market mural was painted on the street to remind commuters of the Tuesday Market in Lauraville at 4500 Harford Road. The Tuesday Market in Lauraville is an important addition to the commercial district. This market not only brings fresh food directly from the farms to Harford Road, but also allows the opportunity for local businesses to greet the community in a very direct and friendly manner. This market operates from June through October each year. When the market is closed for the season, the mural will continue to bring awareness to the need for good healthy food and support Safeway throughout the year.



Sunflower Mural in Hamilton

The horizontal mural that was painted in the intersection of Hamilton Avenue & Harford Road was done not only to further branding the commercial district, but also as a traffic-calming measure. The Department of Transportation will work with HLMS to study the benefits of this street mural. In an intersection that experiences several accidents per month, there have been no accidents in the first 6 weeks.



Indie 900' Downhill Derby

HLMS brought the community together through very visible events. The Indie 900' Downhill Derby was created to bring the excitement of a race to Harford Road. The Grand Prix car was on location for public review and free passes to the Grand Prix race were given as prizes to the winners. This event included the purchase of 10 All American Soap Box Derby car kits. These cars were built by different businesses & organizations for the purpose of joining the residential and commercial communities in a common activity. Local students were encouraged to sign on as drivers. This event took place in October 2010 and again in June 2011. In the future, the event will be scheduled in October.



Hamilton Festival

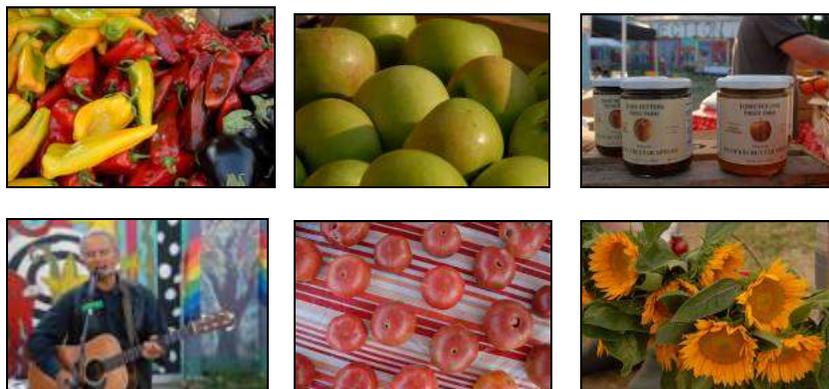
HLMS hosted the annual Hamilton Festival again this year. With 80 vendors, 2 stages with 15 bands, Sentient Lighting DJ stage with 10 DJs, a skateboard demonstration, a classic car show, the Grand Prix car and sponsorship by Bob Davidson Ford/Lincoln, over 7,000 people were in attracted to the commercial district.



18th Annual Hamilton Street Festival & Car Show, 2011

Tuesday Market in Lauraville

HLMS has organized the farmers' market in Lauraville, which is in the third season. This market was designed to bring healthy food from the farm to the community, bring additional sales opportunities to the business district by attracting rush hour commuters, provide a community gathering space on a vacant property, showcase the surrounding neighborhoods, and act as a business incubator in an effort to attract new businesses.



Nine farmers (some seasonal), nine prepared food vendors, artisans and musicians have combined to serve an average of 550 customers each evening at the Tuesday Market in Lauraville.

<http://www.lauravillefarmersmarket.blogspot.com/>

Holidays on Harford

Holidays on Harford brings Santa to the shopping district. This festive event kicks off the holiday season on Harford Road. Families are encouraged to visit Santa at different locations on the commercial corridor. Santa has been seen at the Mid-Atlantic Center for the Performing Arts, the Hamilton Gallery, Harford Gardens (now Future Care) and Red Canoe Bookstore Cafe. Santa has stopped in to several businesses for a surprise visit, too.



(from left to right) Santa & Elf arrive in Hamilton; Hamilton Gallery; Future Care; Red Canoe Bookstore Cafe; Charmed Life Studio; Zeke's Coffee

BUSINESS SPONSORS

\$5,000 and above

Hamilton Federal Bank
Hamilton Business Association

\$2,500-4,999

Bob Davidson Auto Group
Hamilton Tavern

\$1,000 - 2,499

Hamilton Vacuum & Janitorial Supply
Harview Roofing Company
MECU
Murph's Garage
Tattoo Museum of Baltimore
Zeke's Coffee

\$500 - 999

Clementine
Family Respiratory & Medical Supply
Harvest Fare Supermarket
Koco's Pub

\$100 - 499

Atlantic Caterer's
Bethel World Outreach Church
City Neighbors Charter School
Constellation Energy
St. Dominic Church
Faith Community UM Church
George L. Schnader Jr., Inc.
James C. Stahl, LLC
Los Amigos Restaurant
L. F. Mahoney
Studio 55

\$99 or less

Grace Evangelical Lutheran Church
Imprint
Pyle Fence

Total Donation: \$28,955

Volunteers

The backbone of the organization

~ Volunteers do not necessarily have the time; they just have the heart ~ ...Elizabeth Andrew

~ Volunteers are not paid -- not because they are worthless, but because they are priceless. ~ ...Unknown

~ You make a living by what you get. You make a life by what you give. ~ ...Winston Churchill

There are many quotes that pay homage to volunteers, those who give freely of their time and talents. Without our dedicated volunteers, Hamilton-Lauraville Main Street would not have achieved the many goals contained in this report. Behind every successful event that has brought the community together in the past year, are many volunteers - extraordinarily busy people who make the time to enhance the quality of life for all that live or work in the area.

For every event you have enjoyed, thank a volunteer. For every new display of public artwork, thank a volunteer. For every post to the HLMS website, Facebook or blog, thank a volunteer. For every piece of fresh produce made available through the Tuesday Market, thank a volunteer.

HLMS volunteers have donated a remarkable amount of hours through the past year, sharing their rewards for the benefit of all. Volunteers have donated over 3,769 hours of service to our community.

- In the first quarter, 38 volunteers donated 598 hours of their time.
- In the second quarter, 29 volunteers donated 401 hours of their time.
- In the third quarter, 30 volunteers donated 214 hours of the time.
- In the fourth quarter, 76 volunteers donated 556 hours of their time.
- In addition, over 1,000 volunteer hours were donated to bring the Tuesday Market to the community.



Volunteers at work include musicians at the Market, cutting grass to prepare the marketplace, providing games at BooFest, setting up/taking down equipment for festivals, pitching in when necessary. The tasks are many, as are the rewards.





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