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Main Street Morgantown *news*

Maintaining a Strong Economy

West Virginia University economists say Monongalia and Preston counties should experience a job growth rate of about 1.2 percent annually, which surpasses the U.S. statistics.

CNBC's "Squawk on the Street" featured Mayor Ron Justice talking about why Morgantown continues to have a low unemployment rate and remain financially stable, even though the nationwide economy is in recession. A national financial news network has its spotlight on Morgantown because the city seems "recession-proof."

NBC nightly news also featured a video segment about Morgantown's economy and spotlighted why the town has the lowest unemployment rate in the country.

Economists discussed the national recession and its effect on the Morgantown metropolitan area during a conference held at the Waterfront Place Hotel. About 150 people attended meetings sponsored by the WVU Bureau of Business and Economic Research in the College of Business and Economics.

Bill Burton, broker/owner of Bel-Cross Properties; Brian Thomas, president of Clear Mountain Bank; and Terri Cutright, executive director of Main Street Morgantown, spoke at the sessions to share local views of the economy. The trio covered real estate, banking and other business.

C. Peter Magrath the interim president of WVU and Ron Justice, the mayor of Morgantown, stated, "Over the last six years, Morgantown has repeatedly received national attention for its strong quality of life and healthy economic climate. Such recognitions include being named the "Best Small City in the Country" (BizJournals.com), "One of the Best Small Metro Areas for Business and Careers" (Forbes), one of "50

Smart Places to Live" (Kiplinger), a "Boom Town" (Inc. Magazine) and one of the "30 Best Cities To Find a Job" (CareerBuilder.com).

Several new firms recently opened in Main Street Morgantown districts. MSM continues to assist new business interests and to provide retention activities for existing businesses.

Main Street Morgantown is focused upon promoting businesses in the downtown and in the Historic Wharf District, so they will continue to thrive even during a national economic downturn. The organization has also been looking at ways to promote the area, such as encouraging local retailers to make shopping more of an "experience" by throwing a wine and cheese party for their customers or by offering massages on certain days.

Main Street Morgantown continues to prove downtown and the Historic Wharf District are alive and well.



Shop | Eat | Drink | Live | Love | It!

Main Street Morgantown
25 Years Old ▶

State Awards

Governor Joe Manchin, First Lady Gayle Manchin and Main Street West Virginia honored the people and businesses who work with the State's 12 certified Main Street communities across the State. The Governor says, "Main Street West Virginia, the Main Street communities and their volunteers work tirelessly to revitalize West Virginia's downtowns."

Area residents honored this year were:

- MSM Volunteer of the Year: Ro Brooks
- MSM Board Member of the Year: George Papandreas
- MSM Business of the Year: The Dominion Post
- MSM Public Official of the Year: West Virginia University

2008 - 09

MSM Board of Directors

Becky Rees, President George Papandreas, Vice-President
 Dan Boroff, Secretary Darlene Dunn, Treasurer

Matt Breakey, Barbara Joseph, Bob Bell, Stephanie Ellingson
George Papandreas, Bob Merow, Connie Merandi, David Straface, Charlie McEwuen, Mike Ellington, Heather Gentile, Marlene Robinson, Dan Nagowski, Ron Justice, David Hall, Diane DeMedici

Ex-Officio: Tom Arnold, Mark Wise

"I knew Morgantown could be the most beautiful city in West Virginia"



Downtown Morgantown Belongs to the City's Residents, from the Streetlights to the Streetscape

For 25 years Main Street Morgantown has worked to keep people coming back to the area, whether it's for the shops, the social life or the scenery. People are working, living, shopping, and dining there 18 hours a day. There's a little something there for everyone to enjoy. From the shops to the restaurants and theaters.

Former Morgantown Mayor Florence Merow said when she held office, she focused on improving the community. "I knew Morgantown could be the most beautiful city in West Virginia," she recently remarked.

She received a mailed brochure advertising a community development conference in D.C. and knew she had to get a group of people together to go. Five people attended the training for which The Dominion Post paid the airfare.

At the forums and panel discussions, the group learned how to develop its city's main street and to bring business and beauty to the area, Main Street Morgantown was born.

Since its inception Main Street Morgantown has won numerous awards for its revitalization projects and is the "most decorated" Main Street program in West Virginia.

Shop It! Dine It! Love It!



2009 *and beyond* PROMOTIONS

Chocolate Lovers' Day

The 9th annual "Chocolate Lovers' Day," a one-day extravaganza in Downtown Morgantown, took place on April 18th. More than 40 businesses and close to 1,000 participants enjoyed the beautiful weather. Carvel co-sponsored the event and gave away four tickets to Hershey Park.

Kids' Day and Creative Kids Saturday, July 18, 2009

Kids will take over the downtown and the Historic Wharf District as we celebrate with more than 60 scheduled events. Kids of all ages will learn about safety, play games, receive free goodies from area businesses, make crafts and play in the giant sand box. Enjoy live entertainment, trolley trips and horse & buggy rides. Thousands of families attend this annual event, make sure your business reaps the benefits.

Brew HA HA August 8, 2009 3 p.m.-7 p.m.

"Brew HA HA," a new Main Street Morgantown event will feature beer and beer tasting, food and a contest among local and regional comics in the style of "Last Comic Standing." The event will be in the parking lot at the Chestnut and Fayette Street corner. Brew HA HA will be a fundraiser for Main Street Morgantown, and the profits will go toward further efforts to beautify the downtown.

The fun will continue after dark when Josh Knotts Productions and the Don Knotts Legacy Fund present Jeff Ross at the Metropolitan Theatre. Jeff Ross is best known as the "Roastmaster General" of the Friars Club Roasts on "Comedy Central."

Tickets to Brew HA HA will be available through Main Street Morgantown and from downtown businesses. Event admission is \$10 in advance and \$12 at the door. Tickets to the Jeff Ross performance will be sold separately and can be purchased at www.ticketweb.com or by calling 866-468-7619.

Arts Walk October 2, 2009

Arts Walk will coordinate with WVU Fall Family Weekend. Many parents attended last year's event and were thrilled that the downtown business community was open late. The self guided tour offers an opportunity to shop and to dine downtown and in the Historic Wharf District while enjoying local artist.

Holiday Cookie Quest November 2009 TBA

The first Holiday Cookie Quest November 2008 attracted hundreds of participants. Join us as we prepare Downtown Morgantown and the Historic Wharf District to kick off the shopping season with the 2nd annual Holiday Cookie Quest.

To get involved in any of these exciting, high-visibility promotions, contact the Main Street office at 304-292-0168 or via barb@downtownmorgantown.com



Shop It! Dine It! Love It!



Welcome

NEW Businesses

1. Dragonfly Asian Restaurant
2. Mother India
3. BFS Liquor Store
4. ALL-PRO Photography
5. Underground Printing
6. Little Caesars
7. Synergy Chophouse & Saloon
8. Chico's Fat



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BRANDING

The Wharf District now has its own logo. The fresh new look will help to identify the Wharf District as a new revitalization area in all future marketing materials.

ARTS ON THE RIVER

This successful event occurred June 18-19, 2009 at the Hazel Ruby McQuain Riverfront Park. Music, art and wine were enjoyed on the beautiful banks of the Mon River.

"WIGGED OUT ON THE WHARF"

The Wharf committee will be partnering with the American Cancer Society to bring you "Wigged Out on the Wharf" August 15, 2009 from 9:00 a.m. - 2:00 p.m.

Wear your most outrageous wig and your craziest outfit to support the fight against cancer! Registration for the Wigged Out 5K Run will begin at 11a.m. and the run begins at noon. Join in the fun as area restaurants participate in "Wigged Out Restaurant, Waiters and Bartenders Contests" during the afternoon and evening hours.

"The Wigged out Party" will be at the Waterfront Hotel from 9:00 a.m. - 2:00 p.m. with a Silent Auction, Ridiculous Games, awards to be given for "Best Beehive, Best Tease, etc." and more.

For more information or to get involved contact Kevin Tephabock at 304-296-8155.

Business Directory

Main Street Morgantown is finalizing all information for its business directory and five kiosks. The directory is in the form of rack cards to allow more flexibility and an opportunity to update on a 6 to 12-month basis.

The cost per business listing is \$30. Firms have the option of paying to be listed on more than one rack card.

To be included on the cards and in the kiosks, a business must be a Main Street Morgantown member. Now is a great time to join Main Street Morgantown.

To receive a directory sign-up packet or additional Main Street Morgantown membership information, please contact barb@downtownmorgantown.com.

