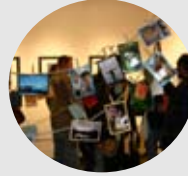




▶ First Holiday Cookie Quest well attended by hundreds . . . . . 3



▶ ARTS WALK to be held in October 2009. . . . . 3



▶ Wharf District Branding & 300 Block of High Street Streetscape Completed. . . . . 4



# Main Street Morgantown *news*

## Responsible Hospitality Institute Report: Managing an Emerging Nighttime Economy

In December 2007 the Responsible Hospitality Institute (RHI) was contracted by Main Street Morgantown to conduct a Hospitality Zone Assessment (HZA). The purpose of this effort is to bridge the gaps and to address issues as they relate to a downtown's daytime, evening and late-night economies. The HZA will determine trends and emerging issues and then will formulate recommendations and an action plan.

A transformation team was organized as a steering committee to help plan events, to identify and to recruit individuals to participate in one of four Roundtables, organized by perspective: hospitality, safety, development and community.

On January 25, 2008, Allison Harnden, vice president of RHI, visited Morgantown and presented an overview of the program to HZA participants and conducted a tour of the hospitality zone. HZA members were asked to do their own late-night tours and to gather pertinent information to bring to the Roundtables.

On February 26-27, 2008, four focus group Roundtables involved representatives from hospitality, safety, development and community perspectives. The purpose of these Roundtables was to gather information about trends, issues, resources and gaps relating to dining and entertainment. The Roundtables formulated strategies to enhance the economy, public safety and quality of life for residents.

More than 40 representatives participated in the four Roundtable discussions. Participants were asked to focus on six

trends and core elements associated with safe and vibrant hospitality zones, as identified by RHI's research and assessment:

- Music and Entertainment: Nurturing talent and venues for multi-generational entertainment.
- Community Policing: Adapting regulatory compliance and policing for an active nighttime economy.
- Security, Service and Safety: Internal policies and procedures in dining and entertainment businesses.
- Multi-use Sidewalks: Managing the sidewalks as a venue, creating more activity, entertainment and seating.
- Late-night Integrated Transportation: Assuring coordinated late-night transportation options.
- Quality of Life: Managing impacts from sound, trash, traffic, pedestrians and disorder.



**RHI's Recommended Action Steps** 

2008 - 09

## Main Street Morgantown Board of Directors

Rich Brant - President  
Becky Rees - Vice-President  
Dan Boroff - Secretary  
Darlene Dunn - Treasurer

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

Ex-Officio:  
Tom Arnold, Mark Wise



## Business Directory

Main Street Morgantown is in the process of updating its business directory and five kiosks. The directory is in the form of rack cards to allow more flexibility and opportunity to update on a 6-to 12-month basis if needed.

The cost per business listing is \$30. Businesses have the option of paying to be listed on more than one rack card. Some businesses may fall into more than one category and wish to purchase listings on each.

To be included on the cards and in the kiosks, a business must be a Main Street Morgantown member. This 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](mailto:barb@downtownmorgantown.com).



## RHI's Recommended Action Steps

An analysis of the information presented in the 6 Core Elements' section, as well as additional feedback and discussions, was organized and consolidated into five action items.

These are, in no particular order:

1. Address Late-Night Transportation Gaps
2. Collaborate To Improve Perceptions of Safety
3. Enhance Existing Communication Forums
4. Expand Vitality of Dining and Entertainment Economy
5. Contemporize Rules and Regulations

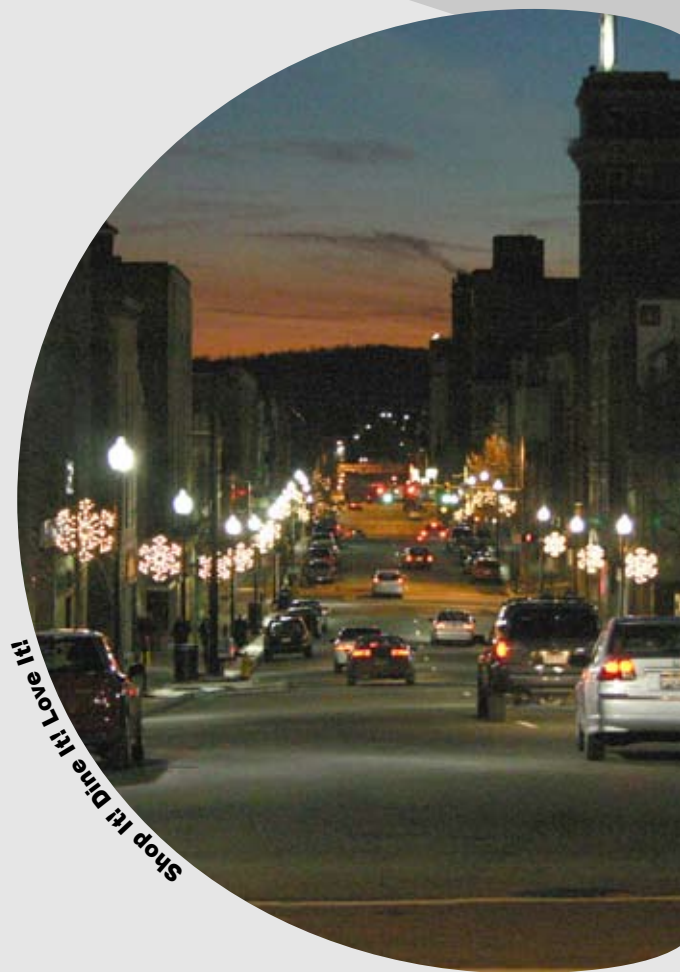
## Next Steps

The next stage of the HZA was a Leadership Summit with the Transformation Team members selecting five representatives from each of the Roundtables to review the report and recommendations and to finalize an implementation plan to accomplish the action steps. Having the HZA completed is progress toward identifying and enhancing all the different economies in the downtown and positioning Downtown Morgantown for increasing customer visitation. New visitors will come from the WVU community, the new Waterfront Event Center, local residences and tourism.

Main Street Morgantown would like to thank the City of Morgantown and West Virginia University for not only financially supporting this important initiative but also for being an active stakeholder throughout the project.

For additional information or for a copy of the complete report, contact [barb@downtownmorgantown.com](mailto:barb@downtownmorgantown.com) or call 304-292-0168.

**downtownmorgantown.com**



2009 and beyond

# PROMOTIONS

## Chocolate Lovers' Day Saturday, April 18, 2009

The 9th annual "Chocolate Lovers' Day": A one-day extravaganza in Downtown Morgantown and in the Historic Wharf District. Ticket buyers are invited to indulge themselves in an array of chocolate creations while experiencing all that Downtown Morgantown and the Historic Wharf District have to offer. Last year more than 30 businesses participated, and each one prepared a different chocolate treat. Participants registered to win a trip for four to Hershey Park. This year we are expecting the biggest turnout in the event's history. You *cannot* miss this once-a-year opportunity!

## 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, free PRT rides, trolley trips and horse & buggy rides. Thousands of families attend this event make sure your business reaps the benefits.

## ARTS WALK October 2009 TBD

This October take a self-guided tour of Morgantown and the Historic Wharf District's Arts and Entertainment, Gallery Openings, Live Music, Unique Shops and Dining!

## Holiday Cookie Quest November 2009 TBD

The first Holiday Cookie Quest held in November 2008 attracted hundreds of participants to Downtown Morgantown. Join us as we prepare Downtown Morgantown and the Historic Wharf District to kick off the Holiday Shopping Season with the 2nd annual Holiday Cookie Quest. Registrants will visit participating businesses and receive delicious cookies. Be a part of this exciting holiday tradition as we showcase what Downtown Morgantown has to offer.

## Winter Carnival February 20, 2010

Main Street Morgantown will be hosting the 2nd Annual Morgantown Winter Carnival.

Professional ice sculptors will create amazing designs to display downtown and in the Historic Wharf District. Committees are now being formed to shape this into another successful event. The bi-yearly attraction will again be free and open to the public. Contact our office about sponsorship opportunities.

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](mailto:barb@downtownmorgantown.com)



Shop It! Dine It! Love It!



Streetscape completed on third block of High Street!

# Streetscape Completed on Third Block of High Street

Trees have taken root in the renovated sidewalks along High Street, and crews have put the finishing touches on the city's latest portion of the streetscape project.

Work on the project began in early May and was completed this past October. The streetscape was part of a multi-year project to spruce up the downtown area between Walnut and Pleasant streets. The High Street Streetscape between Willey and Pleasant streets has now been completed. In November the City selected AECOM to complete the design and engineering for the 100 block of High Street (between Pleasant and Kirk streets). Plans are for construction to begin in 2010.



## Wharf District Branding

The Wharf District has become one of the best portals to the Caperton Trail. What was once an old warehouse district is now a revitalized growing commercial and residential center. Located next to the Monongahela River and the Caperton Trail, the Wharf District area is growing rapidly. Public and private investments have combined to include street and trail improvements, restaurants, retail, the Hazel Ruby McQuain Riverfront Park, the WV Children's Hospital Fit Pit and Waterfront Web (trail recreation area), professional service offices and luxury condos. An 80,000-square-foot Multi-use Event Center, featuring 25,000 square feet of exposition space, seating for 500-900 people in a main concert hall and seating for up to 1,500 in the banquet hall, should be complete by 2010.

The MSM Wharf District sub-committee is planning to unveil its new branding in March 2009. This image will be used on all media, external and internal communication, and signage.

WINTER 2008-09 • PAGE FOUR



[downtownmorgantown.com](http://downtownmorgantown.com)