

EBENSBURG MAIN STREET PARTNERSHIP ANNUAL REPORT

YEAR: 2024

1. MESSAGE FROM COMMUNITY DEVELOPMENT DIRECTOR, DANEA KOSS

- It's with great pleasure that I share the following annual report highlighting the hard work and accomplishments of the Ebensburg Main Street Partnership. These efforts wouldn't be possible without the support of our dedicated board and committee members, the local business community, sponsors, volunteers, residents and visitors of Ebensburg. We are so fortunate to have their continued support and partnership in moving our community forward!

2. MISSION AND VISION

• MISSION STATEMENT

The Ebensburg Main Street Program represents an important and unique partnership between municipal government (the Borough of Ebensburg) and private enterprise (the Ebensburg Main Street Partnership). Combined with interested residents from the community, the Ebensburg Main Street Partnership is committed to increasing the economic vitality of the Ebensburg Central Business District. This will be accomplished through a coordinated program of promotional activities, façade and streetscape improvements and economic restructuring efforts.

• VISION STATEMENT

By promoting a sense of community, fostering growth, preserving historic charm, and improving its image, Ebensburg, the proud county seat of Cambria County, will develop into an attractive location for investors, property owners, business owners, and residents, and become a destination point for visitors.

Downtown Ebensburg strives to be a pedestrian-friendly, attractive, safe and desirable center for business, recreation and entertainment incorporating and celebrating the unique history and architecture of the community. Ebensburg Main Street Partnership will further be seen as an organization that has:

- a leadership role in defining the local quality of life
- an appreciation for history and our heritage
- a recognized role in community betterment
- a primary resource for information about our community
- a reputation for integrity

A full calendar of multi-generational activities provides a mix of retail and special events that draw residents and visitors day and night. Each year our signature downtown events highlight the best our community has to offer and builds upon our strong downtown image as a hometown community.

Achievement of this vision will be realized through a coordinated effort by the Ebensburg Main Street Partnership, Borough officials and many partner organizations.

3. KEY ACHIEVEMENTS

A. COMMUNITY ENGAGEMENT

- **YOUTH ENGAGEMENT**

- Invited local art teachers to submit student artwork to be displayed in downtown storefronts. Certificates of appreciation were personalized for each student.
- Organized and funded supplies and lunch for local elementary school students to Paint the Town for Halloween
- Invited local HS Marching Bands to perform in our Christmas Parade. Donations of \$300 were given to each participating school.
- Completed a Historic Downtown Mural Project in partnership with CCHS art students and teacher, Mr. Brian Dumm
- Invited CCHS Band to perform at Memorial Day Ceremony in Veteran's Park and Boy Scout to do the honors of raising the service flags.
- Requested the Boy Scout Troop help with set-up and tear-down of Art in Bloom.
- Invited all area youth groups to march in Memorial Day and Christmas Parades.
- Host the students of Saint Francis University to help with all aspects of PotatoFest.

- **VOLUNTEER ENGAGEMENT**

- Facilitated volunteer park clean-up days and fall decorating day.
- Hosted Volunteer Appreciation Night to thank volunteers with dinner, dessert, drinks and a prize raffle.
- Awarded Volunteer of the Year to the Ebensburg Woman's Club.

- **RESIDENT ENGAGEMENT**

- Hosted a 4th of July Concert in the Park with the Johnstown Symphony Orchestra.
- Hosted a community Farmer's Market every Saturday through the summer.
- Hosted a Fall Foliage Bike Ride along the Ghost Town Trail.
- Hosted WinterFest sled riding event.
- Organized community Halloween Parade & Trick or Treat.
- Increased Facebook followers to 10,929.

B. INFRASTRUCTURE ENHANCEMENTS

- Funded the Historic Downtown Ebensburg Mural - High & Cherry Streets
- Sponsored a new Funbrella at the Ebensburg Borough Swimming Pool
- Funded the Justin Yahner Memorial Scoreboard Project at Lake Rowena Ballfield
- Purchased new patriotic lamppost banners for the downtown
- Funded downtown hanging flower basket and planters project.
- Partnered with Girl Scouts to place and promote their Silver Award Labyrinth Trail Project near the Ebensburg Upper Reservoir

C. ECONOMIC & BUSINESS DEVELOPMENT

- Hosted Lt. Governor Austin Davis for a Main Streets press event and downtown walking tour.
- Awarded a grant of \$50k to fund façade improvement projects.
- Hosted Small Business Saturday retail contest.
- Hosted two networking/mixer events.
- Maintained online business directory and email distribution list of member promotions.
- Hosted six business openings/ribbon cuttings at:
 - Artistry from Scratch
 - Laser Creations
 - Lorie Bracken Nail Salon
 - Roots Kitchen
 - Impact Auto Service
 - Sweet Mama Bee's

D. MARKETING & EVENTS

- Hosted and promoted annual schedule of events to include Art in Bloom, Wheels & Wings, Movies in the Park, Concerts in the Park, Homecoming Weekend, PotatoFest, Dickens of a Christmas and more.
- Maintained partnership with Visit Johnstown, Cambria County and Cambria Regional Chamber to further promote Ebensburg and our events.
- Awarded National Main Street Center accreditation for the 10th year in a row.

6. FUTURE GOALS FOR 2025

- Purchase and place new kayak launch at Ebensburg Upper Reservoir.

- Promote and celebrate the 200th Anniversary of the Incorporation of Ebensburg Borough.
- Work with CCHS Seniors on a Brightening Up the Burg Senior Project.
- Establish two High School Senior “Community Connections” Scholarships for \$1000 each: one for each local HS.
- Apply for Small Town Challenge Endowment Fund through Community Foundation of the Alleghenies.
- Set-up an online store of Ebensburg merchandise.
- Host a successful schedule of community events.
- Distribute facade improvement project grand funds.

7. ACKNOWLEDGMENTS

- The success of the Main Street Partnership would not be possible without the support the Ebensburg Borough Council, Staff, Borough Police and Public Works Department, Cambria County Commissioners, community volunteers, Dauntless Fire Company, Ebensburg EMS and all of the many members, donors and sponsors.

8. CONTACT INFORMATION

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