LAWRENCEBURG
MAIN STREET

2024 Annual Report

About Us

Lawrenceburg Main Street (LMS), Inc. is a nonprofit organization focused on the growth, appeal, and economic vitality of Downtown Lawrenceburg. As an organization, LMS has been working to help revitalize and continuously improve the Downtown Lawrenceburg Levee District since our establishment in 2003. Lawrenceburg Main Street, Inc. is an accredited State & National Main Street Program.

Our goals and initiatives are structured around the Main Street Four Point Approach®, a unique preservation based economic development tool that enables communities like Lawrenceburg to revitalize downtowns and business districts by leveraging local assets. The four points represent four specific and adaptable areas of concentration, including: Design, Promotion, Economic Vitality, and Organization.

Mission Statement

Our mission is to improve Lawrenceburg by revitalizing our business district, promoting community attractions and developing the economic tools needed to make downtown the heart of our community.

Lawrenceburg Main Street Inc., along with the City of Lawrenceburg, Lawrenceburg Partnership Committee, and the Lawrenceburg Redevelopment Commission, working with other community entities, are dedicated to the continued growth and development of both commercial and residential opportunities that will make the city “outstanding” well into the future.

MAIN STREET BY THE NUMBERS

PUBLIC FUNDS MANAGED

$365,000

LAWRENCEBURG REDEVELOPEMENT COMMISSION GRANT FUNDS MANAGED

$376,000

SALARY AND OPERATIONAL EXPENSES

$241,024

PROGRAM AND EVENT EXPENSES

$434,039

SPONSORSHIP FUNDS EARNED

$43,253

GRANT FUNDS EARNED

$21,948

CHARITABLE FUNDS RAISED

$75,978

Design

Lawrenceburg Main Street strives to create an inviting, inclusive downtown while celebrating our unique historic character and fostering people-centered public spaces.

GROOM & BLOOM - In partnership with the City of Lawrenceburg Main Street implemented our 6th annual Groom and Bloom beautification initiative along Walnut and High Streets.

ENHANCEMENT GRANTS - 2024 was the 7th year that LMS administered commercial & residential improvement grants sponsored by the Lawrenceburg Redevelopment Commission.

HOLIDAY LIGHTS DISPLAY - In partnership with the City, the Civic Park has a winter lights display throughout the holiday season that attracts thousands to our downtown. This year's newest additions were lighting the river-walk and a new projection display at the Civic Park

GRAVEL LOT - The lot across from the Civic Park got a new look this past year. Featuring planters, picnic tables, and benches for visitors to relax and enjoy.

DESIGN BY THE NUMBERS

$201,366 improved 17 Residential & Commercial Properties

$105,936 in Private investment improved the Downtown District.

Economic Vitality

Lawrenceburg Main Street strives to build a diverse economic base by catalyzing smart, new investment into Downtown and a strong entrepreneurial ecosystem. Lawrenceburg Main Street works with the City of Lawrenceburg, the Lawrenceburg Redevelopment Commission, the Dearborn County Chamber of Commerce, the Indiana Small Business Development Center, and local merchants to initiate effective ways to boost the overall profitability of the Main Street district. Through events, regular marketing and promotions, grant administration and programs for downtown merchants, Main Street is constantly exploring new and improved strategies to support this community's economic health.

LAWRENCEBURG REDEVELOPMENT COMMISSION INVESTMENT PROGRAM - In addition to design-oriented grants, Lawrenceburg Main Street also administers New & Existing Business Action Grants and Sign & Awning Grants, Blade Sign Grants, and a New Housing Assistance Grant as a part of the LRC Investment Program.

MARKETING ASSISTANCE - An initiative to assist businesses with sustaining and growing their customer base. Main Street offers a marketing assistance to merchants in the downtown district who are unfamiliar with the field.

Economic Vitality By The Numbers

3 New Businesses Openings | 30 New Jobs Created

$70.8K of Private Investment

Promotions

Lawrenceburg Main Street strives to position the downtown district as the center of the community and a hub of economic activity. We work to improve consumer and investor confidence in the district, and encourage commercial activity and investment. Additionally, LMS coordinates and executes a wide-selection of community events throughout the year, along with many programs that support small businesses and local merchants within the downtown district.

ANNUAL WINE WALKS - Merchant-driven wine walks featuring local wineries, treats & free horse drawn carriage rides. Each wine walk attracts between 400-900 visitors to our downtown. This past year, we were able to host 3 wine walks. This year, we had our second annual Haunted Wine Walk.

MUSIC ON THE RIVER - A 12 week, summer music series taking place every Thursday from June-August, the 2024 series attracted record crowds at Civic Park. This widely anticipated event attracts regionally and nationally touring bands representing a wide variety of genres.

MOVIES & YOGA IN THE PARK - Throughout June - September Main Street activates our new Civic Park with a summer movie series and weekly exercise classes.

FARMERS MARKET - Taking place every Saturday, this year in the Public Mural Lot near Civic Park from June-October. The 2024 market included 35 vendors per week with attendance averaging 700 guests weekly, including vendors with fresh produce, plants, honey, jams, handmade crafts, soaps and lotions. There was a rotation of 11 vendors this year at the market.

TASTES OF SUMMER (Partner event with the City of Lawrenceburg) - An event featuring a food truck rally, live music, free rides for kids, and more! This event is an all-day schedule that attracts visitors that have never seen Lawrenceburg before.

WHISKEY CITY TWILIGHT CHALLENGE (Partner event with the City of Lawrenceburg) - A professional and amateur bike race along the streets of Downtown Lawrenceburg. Main Street assists the City of Lawrenceburg in coordinating sponsorships, marketing, along with day-of event coordination. A jump jam and corn-hole competition are also featured throughout the day of races.

Promotions (continued)

WHISKEY CITY SUMMER FEST (Partner event with the City of Lawrenceburg) - Summer Fest is an annual concert event in downtown Lawrenceburg. The 6th Annual Summerfest featured The Fabulous Thunderbirds along with other local bands. The night was filled with great food, live music and dancing.

SMALL BUSINESS SATURDAY - Lawrenceburg Main Street proudly supports the Shop Small movement on Small Business Saturday each year. In 2024, Main Street promoted merchant specials of the day throughout the week prior. Main Street also had a snowman scavenger hunt throughout downtown Lawrenceburg where children can receive cookies from 2 of our local bakeries once they completed the scavenger hunt. We also promoted deluxe raffle basket that all merchants contributed to.

LAWRENCEBURG ICE RINK - From November through mid January, Main Street manages our community ice rink which attracted nearly 8,000 visitors to our city during the 2024/2025 season. This year we had the busiest turnout since opening the ice rink. We introduced themed Family Nights and continued Teen nights that drew a big crowd.

WINTER WONDERLAND - A Hallmark event, Winter Wonderland festivities take place over the course of two weekends. Celebrations kick-off with the Mayor's Reception & Tree Lighting Ceremony and end with the Winter Wonderland Parade and Civic Park Activities which include Santa, raffles, kids craft activities, free train rides, and more!

Promotions By The Numbers

83 Programs and Events with 50,000 Attendees

87 Volunteers Worked 619 Hours

Marketing Initiatives

WEBSITE - Our website showcases attractions and events for visitors as well as has resources for businesses and residents.

DOWNTOWN DOLLARS - Monetary gift certificates distributed to select groups to spend at participating shops and restaurants within the downtown district

FARMER'S MARKET CARDS & MARKET BUCKS - In 2017, Main Street introduced the use of Farmer's Market Cards to encourage market shoppers to return each week. After proof of 10 purchases shown on the Farmer's Market Cards, loyal shoppers are awarded $5 in Market Bucks. This effort continued in 2024.

GRAND OPENING PACKAGE - LMS offers a grand opening package to new businesses that includes radio, social media, and newspaper advertising.

MERCHANT BILLBOARD PROGRAM - LMS reserves 1 billboard on US 50 eastbound to promote Main Street year around events, and 1 billboard on US 50 east & west bound for our subsidized merchant billboard program. 8 merchants utilized the billboard program in 2024.

DOWNTOWN BROCHURES - Multi-fold brochure with the intention to welcome people to downtown in a friendly, professional manner. The brochure includes information about where to Shop, Dine, or Refresh in Lawrenceburg with a map.

DOWNTOWN MAP - A flyer with a map of downtown Lawrenceburg with all retail and restaurants labeled for easy direction.

E-BLASTS - Main Street utilizes Mail Chimp for monthly newsletter e-blasts, along with special event and volunteer outreach newsletters.

KIOSKS - In partnership with the City, two kiosks set at high traffic locations in the city feature events, a directory, selfies, games, and a map of Lawrenceburg.

Marketing By The Numbers

5,930 E-Blast Subscribers

330,000 Weekly Billboard Impressions

700,000 Annual Radio Impressions

200,000 Annual Print Impressions

620,000 Annual Social Media /Website Impressions

1,498 Instagram Followers up 160 from 2023

12,385 Facebook Followers - up 1,178 from 2023

Organization

All of Lawrenceburg's dedicated community organizations worked hard throughout the year to grow the community through partnerships and event planning. It was an incredibly successful year, and as a team we proved ourselves to be more resilient and relevant than ever.

We are immensely proud of the individuals, organizations, companies, and small businesses that make up the Lawrenceburg community. Looking ahead to 2025, we are optimistic that we have what it takes to join together to meet the challenges during what we anticipate will be yet another year of rebuilding and renewal.

Committees and Partnerships

DESIGN - Mary Helen Crook, Michael Redell, Rebecca Lovern, Bryan Messmore, Marty Reynolds, Gayle Stephens

ECONOMIC VITALITY - Kim Tremain, E.G. McLaughlin, Patrice Ligon, Eric Kranz, Cindy Taylor, Bryan Messmore, Rebecca Lovern, Gayle Stephens, Rebecca Lovern

ORGANIZATION COMMITTEE - Liz Sedler, Meghan Shafer, Sharon McAndrews, Patrice Ligon, Kelly Murphy, Rebecca Lovern

WINTER WONDERLAND COMMITTEE - Rebecca Lovern, Debbie Smith, Sandy Carley, Richard Richardson, Sheila Bigalow, EG Mclaughlin, Gayle Stephens

MUSIC ON THE RIVER - Rebecca Lovern, Bill Hinds, Mike Detmer, Wade Bleich, Jim Helms, Mike Rauen, Jr., Sharon McAndrews, Karamia Kranzley, Gayle Stephens

Board of Directors

Sharon McAndrews, President, Back Alley Mercantile
Liz Sedler, Vice President, ARI
Kim Tremain, Treasurer, Civista Bank
Meghan Schafer, Secretary, Edward Jones
Linda Goepper, Liberty Tax
Mary Helen Crook, The FRAMERY
Patrice Ligon, US Bank
Kim Sporleder, Billie Co.
Mike Detmer, Funny Farm Coffee Co.
Mike Rauen, Jr., The Riverwatch Floating Restaurant

Ex-Officio

Kelly Mollaun, Mayor, City of Lawrenceburg
Dylan Liddle, City Council

Staff

Executive Director, Rebecca Lovern
Marketing Coordinator, Karamia Kranzley
Community Program Coordinator, Gayle Stephens