

2024 ANNUAL REPORT



INTRODUCTION

Main Street Greensburg promotes and serves Greensburg's iconic downtown by honoring its unique history, strengthening its economic vitality, and cultivating growth while remaining rooted by the famous Decatur County Courthouse tower tree.

We are a public/private entity that was founded in 2005 with a commitment to preserve and support the downtown community. As a member of the National Main Street Center and the Indiana Main Street program, the organization is driven by the Main Street Four-Point Approach — organization, promotion, design, and economic restructuring.

TRANSFORMATION STRATEGY

VISION

To be an eclectic business destination for multi-generational families

GOALS

- Strengthen organizational work plans by eliminating activities that do not fit the strategy.
- Create a business recruitment, retention and expansion plan.
- Promote additional housing, especially market rate housing downtown
- Allocate some design activities to underdeveloped areas surrounding the Square.
- Take a deeper dive into what exactly residents want to see as it relates to kid and family-friendly business options

Letter from the Executive Director



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Reflecting on the past year, I am filled with immense gratitude and pride for what we have achieved together at Main Street Greensburg. The journey has been one of resilience, growth, and transformation, all made possible by the unwavering support of individuals like you—our merchants, donors, volunteers, partners, and staff.

This year has been a testament to the power of community and collective action. Thanks to your dedication, we have been able to prove that with enough heart, a small team can achieve great things.

MEET THE TEAM

PEOPLE BEHIND THE MISSION



PRESIDENT
CALEB ROBERTSON



VICE PRESIDENT
PHILIP DEIWERT



TREASURER
ROSE CRONLEY



SECRETARY
TAYLOR HAUK

Staff

Emily Million - Summer Intern

Board of Directors

Amber Coyne
Joshua Marsh
Jason Meyer
Kristen Schlemmer
Mark Carmen
Michelle Miller

Committee Volunteers

Kristen Williams
Christopher Fogle
Lora Cochran
Jenny Maddux
Chris Gallaway
Jennifer Nobbe
Jenni Hanna

1153

**VOLUNTEER
HOURS**

FARMERS MARKET RECAP

\$418

SNAP Dollars
Redeemed

\$400

Double Up
Dollars
Redeemed

28

Market
Vendors

316

Kids Coupons
Redeemed

2024 PARTNERSHIP

Thank you to Duke Energy for your partnership in the 2024 season. Your contributions allowed our vendors to participate in our market free of charge.

CONTENT ENGAGEMENT



Key Metric Analysis

Reach and Impressions

Total Reach: **91,226**

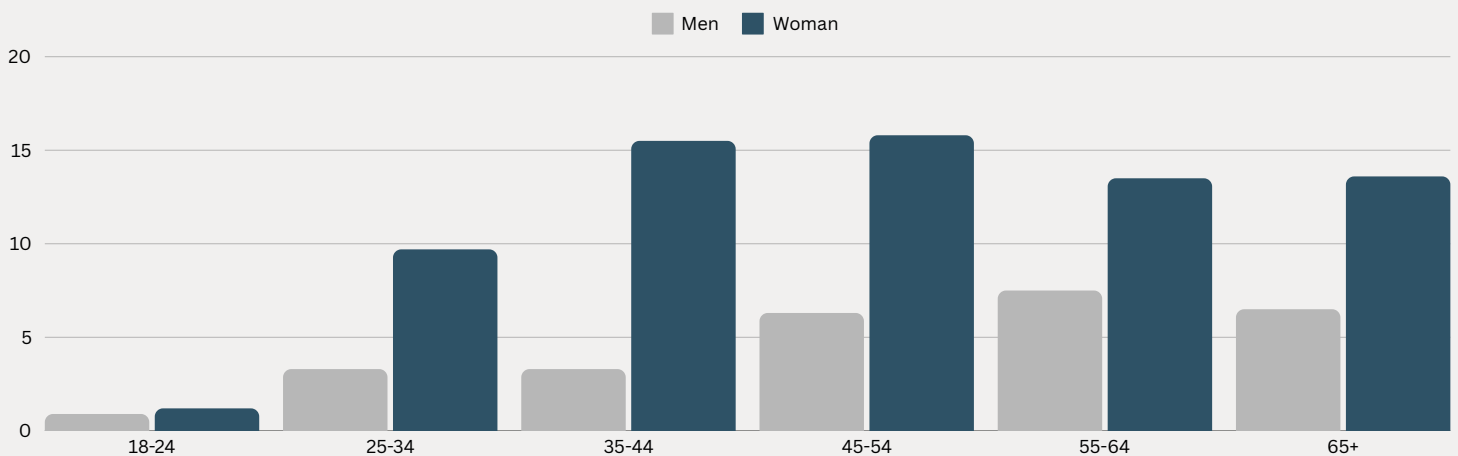
Impressions: **197,437**

Interactions per post: **49**

Facebook Followers: **8,179**

Instagram Followers: **1,126**

Audience Metrics



Women followers continue to hold the majority to men at 69% however, the makeup of ages between 35-65 have begun to find a balance. In 2022 our social media following was dominated by women ages 55-64.



DOWNTOWN FACTSHEET

RETURN ON INVESTMENT

\$3.01:1

PRIVATE: \$282,500.00

PUBLIC: \$94,000.00

02 New businesses

02 Businesses closed

111 Businesses in the district

79 Occupancy rate



WORKFORCE

336 Full-time jobs

92 Part-time jobs

16 Seasonal jobs

Highlights In 2024



1

Eclipse Biergarten

On April 8, 2024 the Main Street Team hosted a biergarten fundraiser at Pirate Park to observe the solar eclipse with thousands of attendees.

2

DORA

Main Street Greensburg worked alongside the City of Greensburg to implement a DORA district in the heart of Greensburg. Main Street staff created the district branding and helped merchants become designated vendors. Since its launch, our team has helped five Indiana communities around the state implement their own DORA districts.





3 Franklin St Streetscape

Main Street Staff was invited to the table by the City of Greensburg to assist in planning the Franklin St Streetscape project. This allowed our organization to be a liaison for our downtown merchants and their needs.

4 Market To Meal

2024's Market to Meal was an overwhelming success. Our event was sold out and was the inaugural event to be held in the newly renovated 1822.



5 Alley 1822

The Decatur County Bicentennial Committee raised funds to activate the alley on the south side of the square. Main Street was honored to assist in the project to have this amazing space in our district.



6 SBA Neighborhood of the year

The Stellar team of Decatur County met with the National Small Business Association leading up to Small Business Saturday. SBA announced Greensburg as their 'Community Of The Year.' The Stellar Team hosted a walking tour in downtown Greensburg for the SBA, supporting organizations, and elected officials.

7 Holiday Walk

Six thousand attendees gathered for Main Street Greensburg's Holiday Walk on December 7, 2024. 25 activities were available thanks to the support of downtown businesses.



8 National American Main Street Designation

In November of 2024, the National American Main Street designation committee evaluated Main Street Greensburg for National-accreditation. Main Street Greensburg was one of 3 Indiana communities to receive a designation.



2024 Partnerships

We are humbled and grateful for the support of the Greensburg and Decatur County communities towards our non-profit organization. Your contributions have been vital in helping us serve our mission to revitalize and promote our downtown. We would like to express our deepest appreciation to all the businesses and individuals who have supported us thus far. We know that together, we can continue to build a brighter future for Greensburg. Thank you!

Visionary Partners

City of Greensburg
Visit Greensburg

Event Sponsors

WTRE
Napoleon State Bank
Decatur County REMC
Fleetwood Chevy Buick
Enneking Auto Body
Ward Equipment
Port-A-Lets Sanitation
Rivera Screen Printing
Levenstein's Carpet
Lowe's Pellet & Grain
Wessler Excavating
Standard Fertilizer
One Solution Logistics
Fleetwood Chevy Buick
Duke Energy
Schutte Excavating
Honda Federal Credit Union
Global Forming LLC
O'Riley Auto Parts
Magnolia Mercantile
Josh Marsh for Mayor
Tree City Brewery
Highpoint Events
Kie Owens
RT Rentals
El Chile Poblano
Pickers Paradise
Maddux Moving & Storage
Haseya Yoga & Healing
St. Paul Tavern