



▶ **PROMOTIONS**
Chocolate Lovers,
Arts Walk, Kids' Day,
Brew HAHA **3**



▶ **MSM Celebrates**
25 years. . . . **2**



▶ **Wharf District Logo**
unveiled. **4**



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 average job growth in W.Va. and the U.S.

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

NBC nightly news featured a video segment on Morgantown's economy and shone a spotlight on why Morgantown 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 the conference that was sponsored by the WVU Bureau of Business and Economic Research in the College of Business and Economics.

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

It is clear in a commentary submitted to the Dominion Post by C. Peter McGrath the interim president of WVU and Ron Justice the mayor of Morgantown that Morgantown is a city on the move.

In their commentary they 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). A recent segment on CNBC's "Squawk on the Street" also featured Morgantown's economic success, despite the national recession, and a March 17 story on the "NBC Nightly News" touted Morgantown as an "economic oasis."

The Associated Press reports that although no one's claiming Morgantown is recession-proof, it appears to be recession-resistant. At least judging from the city's jobless figures it is. Monongalia County has sported the lowest numbers in the state for years. That's no small comfort, when one is reminded that our nation's economy is facing its worst crisis since the 1930s. The bad news isn't over, but it helps to know our city is doing a good job.



Shop | Eat | Live | Love | It!

**Main Street
Morgantown
25 Years Old** ▶

State Awards

Gov. 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. "Main Street West Virginia, the Main Street communities and their volunteers work tirelessly to revitalize West Virginia's downtowns," the governor said.

Area residents honored this year were:

- *Volunteer of the Year:* Ro Brooks
- *Board Member of the Year:* George Papandreas
- *Business of the Year:* The Dominion Post
- *Public Official of the Year:* WVU, Eileen Layman

2008 - 2009

MSM Board of Directors

Rich Brant - President Becky Rees - 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. There are people working there, living there, shopping there, 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 said.

She received a brochure in the mail advertising a community development conference held in D.C. She knew she had to get a group of people together and go. About five people attended the conference, and The Dominion Post paid the airfare for the group to fly to D.C.

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

Since its inception, Main Street Morgantown has won several 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, was again more successful than in years past. On April 18th, more than 40 businesses and close to 1000 participants enjoyed the beautiful weather and Carvel 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, free PRT rides, trolley trips and horse & buggy rides. Thousands of families attend this event make sure your business reaps the benefits.

Brew HA HA August 8, 2009 3PM-7PM

"Brew Ha Ha," a new event from Main Street Morgantown 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 held in the parking lot at the corner of Chestnut and Fayette. Brew Ha Ha will be a fundraiser for Main Street Morgantown, and the funds raised will go towards 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 downtown businesses. Tickets for the event are \$10 in advance and \$12 at the door. Tickets to the Jeff Ross event will be sold separately.

Arts Walk October 2, 2009

Arts Walk is scheduled in coordination with WVU Parents weekend. Many parents attended last year's event and were thrilled that the downtown business community was open late. Arts Walk, a self-guided tour, offers an opportunity to shop and dine downtown and in the Historic Wharf District while enjoying the local art.

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.

To get involved in any of these exciting, high-visibility promotions, contact the Main Street office at 304-292-0168 or 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



BRANDING

The Wharf District now has it's own logo to be used in branding the area. The fresh new look will help to identify the Wharf District as a new revitalization area and will be used in all future marketing materials.

TRANSPORTATION

Trolley Service was briefly discussed as an option in the future to better connect the Wharf District with Downtown. Mountain Line has participating in this to some degree in the past and there are grants available to assist in making this happen. This will be discussed in greater detail at the next Wharf District meeting.

ARTS ON THE RIVER

Scheduled date is June 18, 2009. Looking for participants from the Wharf District.

2010 WINTERFEST

The Wharf District will be the location for the second day of Winterfest activities. Discussion took place about different activities and events that could be part of the second day. The ice sculptures would be moved into the Wharf District for day 2. Some ideas that were briefly discussed....Polar Plunge, Art displays, WVU Row Team competition, Winter Cocktail Demonstration, Kid's Cookie Demonstration, Hot Chocolate Bar, & Winter Concert.

All ideas are welcome. Several verbal commitments have been made by Boathouse Bistro, Chophouse, CVB, and Waterfront Hotel to contribute and make the second day of Winterfest a success. Anyone interested in participating, please respond by the next Wharf District Meeting. We need to discuss this event in further detail and start putting a schedule of events together during the next 30-45 days.



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 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.

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.