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DOZEN DISTINCTIVE DESTINATIONS 2007

Shop It! Dine It! Love It!

Summer 2008

High Street Finishing Up Phase 3 of the Streetscape

Construction should be ending on the third block of streetscape improvements along High Street toward the end of September.

The changes along the 200 block of High Street, which extends from Walnut Street to Pleasant Street, will match those that were completed on the 400 and 300 blocks in 2006. The renovations have included moving overhead wiring underground, replacing light poles, installing new landscaping, and improving curbs and sidewalks, among other upgrades.

"It's being done to draw people downtown and continue the revitalization."

City engineer Terry Hough said the streetscape project will ultimately encompass four full blocks of High Street and is designed to make the city's downtown area more attractive for residents and visitors.

"It's being done to draw people downtown and revitalize the downtown," Hough said. "We want to make it more aesthetic, more attractive, more pedestrian-friendly."

Though traffic has been reduced to one lane for much of the summer, construction has been less disruptive than it was in 2006.

Terri Cutright, executive director of Main Street Morgantown, was also optimistic. Because the Monongalia County Courthouse is located on the 200-block, she said there were fewer businesses affected by the construction.

"This block, has been less invasive," Cutright said. "It's a smaller block. There's less vehicular and pedestrian traffic."

Cutright said Main Street has kept downtown business owners well informed about the improvements. The frequency of Main Street's online newsletter was increased to provide weekly construction updates, and



business owners have had opportunities to meet with the contractor once every two weeks to address questions and concerns.

"We have definitely tried to continue the lines of communication and even improve those from the last time," Cutright said.

Arrow Gifts owner Barbara Joseph, has been preparing for the streetscape's potential impact on her business by further developing her Web site, arrowgiftshoppe.com, to increase online sales. Regardless of how the streetscape work might effect her business, Joseph said she is eager to see the final product. "I'm trying to be positive," she said. "The first two blocks look great."

The work on High Street is being completed by Tony Baiano Construction, the same company that completed the previous phases of the project. The company has also been completing streetscape work on lower Walnut Street.

About \$400,000 in riverfront tax increment financing money is being used to pay for the lower Walnut Street work, which will match

the streetscape improvements along High Street and help spruce up the entrance to Hazel Ruby McQuain Riverfront Park.

"It's to make a nice entrance down to the park area," Hough said. "That's one of the main entrances to the park, and we wanted to make it more pedestrian friendly walking down there and just give it an overall face lift."

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Promotion Updates:

Past

Chocolate Lover's invaded Downtown Morgantown with another record attendance. Close to 950 registrants enjoyed **Chocolate Lovers' Day**.

Make sure you plan to participate next year and add new customers faces to your doorway.

Another Successful **Kids' Day** took place on, July 19, 2008.

We saw the largest crowd ever, as children and their families attended this annual event. We partnered with the Year of the Child committee to make the event a community effort.

This was another great opportunity to expose visitors to our exciting downtown as we promoted our restaurants and businesses. We invite you to participate next year by offering a fun activity at your business. Remember, all kids have families and it is a great time to make a good impression on all age groups.

Present

Arts Walk will be October 17, 2008, 6-9pm and is being co-sponsored by Arts Mon and the MAC.

Last year, the streets and businesses were filled with potential customers. Visitors tour downtown businesses while enjoying Artist Work, Live Music, Unique Shops and Downtown Dining! Call the Mainstreet office at 304-292-0168 for more details or to sign up to host a local artist.

Future

Holiday Cookie Promotion is scheduled for November 15, 2008, and is currently in the planning stages. This promotion is being created along the lines of the Chocolate Lovers and will encourage businesses to participate not only in the cookie portion but with coupons and promotions of their own to attract the Holiday Shoppers. Join this exciting new committee by calling 304-292-0168.



Inaugural Winter Carnival a Huge Success

More than 30 downtown businesses sponsored ice sculptures for the first-ever Morgantown Winter Carnival sponsored by Main Street Morgantown and Senior Monongalians, Inc.

Terri Cutright, Executive Director of Main Street Morgantown, said the

promotion committee first came up with the idea for the carnival in 2006, but it was too late to plan one for 2007, so they decided on 2008.

DiMartino Ice Company of Jeannette, Pa., created the ice sculptures for the Morgantown Winter Carnival, including three large sculptures that were carved the day of the event on the Courthouse Square.

"Some of the businesses picked a sculpture that somehow related to their business," Cutright said, "but it was not a requirement."

An ice sculpture of the Titanic sinking was on display at the Morgantown Public Library, and an eagle on the Liberty Bell was featured by Senior Monongalians.

"Being a sponsor for the festival was an excellent opportunity to showcase that Senior Monongalians provides in-home services and Senior Day Care for the elderly in the Morgantown area," said Executive Director Sharon Semans.

The Wesley United Methodist Church kicked off the event with a pancake breakfast that included pancakes, sausage, juice and coffee.

From 11 a.m.-1 p.m., Empty Bowls, a program geared toward hunger relief projects, served lunch on the Courthouse Square.

The Morgantown Fire Department and the National Society of Collegiate Scholars sold s'mores and hot dogs roasted over the fire department's campfire on High Street.

Other events included a presentation by the Carnegie Science Center, hot chocolate and coffee offered by the Salvation Army and Red Cross; and local restaurants offered soup specials.

Cutright said the Board of Park and Recreation brought snow with sleds and buckets to the Courthouse Square so children could play.

Many organizations combined efforts to make the Winter Carnival a reality, she said, and she's hopes the event will continue.

"This is one of those things that just keeps growing," she said.



Main Street Annual Awards

Business owners, city officials, and other downtown professionals gathered at the Clarion Hotel Morgan for Main Street Morgantown's annual meeting and awards ceremony on May 21, 2008.

Morgantown Mayor Ron Justice provided opening remarks, thanking all the stakeholders in the downtown area for their work to increase tourism and expand available services.

"Building a community certainly takes a strong group of people...," Justice said, adding that collaboration between business owners, WVU and city and county officials is essential for success. "I want to thank each and every one of you for making Morgantown a special place."

Roger Mayer, who operates the Dairy Queen on High Street, received the local award for Best Large Interior Renovation. Earlier in the year he won a State Award for Best Interior Rehabilitation from Main Street West Virginia at a ceremony in Charleston.

Sarah Straface, co-owner of Tutto Gelato, won for Best Small Exterior Renovation. "It means a lot after all our hard work," Straface said. "We met our goals, and we appreciate being recognized."

Attendees were also provided copies of Main Street's 2007 annual report, which lists the goals and achievements of each of the agency's four committees. According to the report, Main Street recruited and assisted 12 new businesses downtown; lobbied and received \$922,000 in state and local grant funds for downtown projects; provided design assistance to seven property owners; and increased year-round general advertising by 10 percent, among other accomplishments.

"I want to thank each and every one of you for making Morgantown a special place."



Main Street Morgantown presented BEST NEW DOWNTOWN EVENT award to Sharon Semans, Director of Senior Monongalians, Inc the 2008 Winter Carnival sponsor

2008 - 2009 Main Street Morgantown Board of Directors

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

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

Ex-Officio: Tom Arnold, Mark Trump, Mark Wise

Updated Downtown Business Directory

Changing with the times, so we can provide the most updated Main Street Morgantown Business Directory possible. That is the best way to describe the approach taken to produce the New Business Directory.

After much consideration it was determined that the best marketing strategy for our downtown is to turn our directory into a set of rack cards. If you have not seen the first in the series, it is the Dining Guide. This attractive style of presenting our directory will help give visitors and those native to Morgantown a more up-to-date look of what Downtown Morgantown has to offer.

Main Street Members will be listed under the appropriate category and for a very nominal fee will be able to reap the benefits of this program. The completed card designs will be incorporated into the kiosk design providing a very aesthetically, appealing look.

Rack cards are being designed for Dining, Arts & Entertainment, Services and Shopping. To make sure you are on the rack card(s) for the appropriate category and that all your information is correct please contact the Main Street Morgantown office at 292-0168.

Family Friendly

Black Bear Burritos
102 Pleasant Street (304) 292-8996
www.blackbearburritos.com
Buffalo Wild Wings
285 High Street (304) 292-3399
www.buffowlawings.com
Buffalo style wings, sports viewing

Casa D'Amici
485 High Street (304) 292-4400
www.casadamici.com
Morgantown's only true N.Y. style pizza! Plus
subs, salads and pasta

Jimmy John's
406 High Street (304) 294-9060
www.jimmyjohns.com
World's greatest gourmet sandwiches

Ice Cream

Carvel Ice Cream
143 High Street (304) 292-1160
www.carvelmorgantown.com
Where hayrides & ice cream are made fresh daily

Cold Stone Creamery
55 High Street (304) 292-COLD
www.coldstonecreamery.com
Ice cream made fresh daily

Pleasant Street
2 Pleasant Street (304) 292-0800
www.pleasantstreet.com
music venue, pub food and drinks

S Sports Grill
Sports Bar 381-2896
Italian Cuisine/Fresh Pasta
a sports bar

Rock Door
407 (304) 292-9336
www.rockdoor.com
rest., dart, sports bar atmosphere

Ley's
High Street (304) 292-9500
www.leysmorgantown.com
coffee shop, hand-tossed pizza

Pantry
340-292-0168
www.pantrymorgantown.com

Gibbie's Pub and Eatery
308 High Street (304) 292-4427
Gibbie favorites and homemade specialties

Illusion
2 West Street (304) 292-9503
www.morgantownillusion.com
Dance club atmosphere with food and drink

The Rat Pack Lounge
2 Waterfront Place (304) 292-1700
www.ratpackmorgantown.com
Cigar bar offering specialty drinks, wine, and light menu

Regatta Bar and Grill
2 Waterfront Place (304) 292-7100
www.regattabarandgrillmorgantown.com
Breakfast, lunch, dinner, pms, and more

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Shop It! Dine It! Love It!

New Gift Basket Project Started by the Organization Committee

This summer, three great new businesses opened their doors in the Main Street District. On August 7, Stephanie Ellingson, Chairperson of the Organization Committee, presented gift baskets to Damien Ferek of Asayo Creative and Elias Sedillo and Patrick Stanislawczyk of g²—Gifts/Gallery, at the Grand Opening Ceremony of Asayo Creative's new offices at 154 Pleasant Street. Another gift basket will be delivered to Judith Anne Roche of Judith Anne's Shop Around the Corner. The gift baskets were filled with small gifts, coupons, and information from Main Street Morgantown businesses.

Presenting these baskets initiated a new project started by the Organization Committee. Gift baskets will be presented to all new businesses opening in the Main Street District. The baskets will help introduce new businesses to the array of services and stores in the Main Street District.

The Organization Committee wishes to thank those businesses that contributed: Pinocchio's, Susan

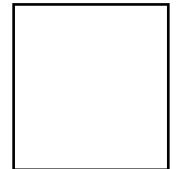


Tucker for Judge, BB&T, Huntington Bank, First Exchange Bank, Hamstead, Williams, and Shook PLLC, Arrow Gift Shoppe, Citizens Bank, Casa D'Amici, Boston Beanery, Warner Theatre, Carvel Ice Cream, Coni and Franc, Tanner's Alley Leather Design Studio, Arts Monongahela, Appalachian Gallery, Vintage Room—Special thanks to Becky Rees for the baskets.

If you are interested in participating in this project, please contact the Main Street Morgantown office and we will be happy to pick up your donation.



201 High Street, Suite 2
Morgantown, West Virginia 26505



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Dine It!
Love It!**
Downtown Morgantown