

Mainstreet Waynesboro, Inc. Annual Support Appeal 2020-2021
Renew ♦ Revitalize ♦ Preserve

Name/Business _____
Address _____ City _____ State _____ Zip _____
Phone _____ Email _____ Amt. enclosed: \$ _____

I prefer to use a credit card. Please contact me via Phone Email

GIVING LEVELS

____ Leadership Circle (\$5,000 & up) _____ Partnership Circle (\$2,500-4,999) _____ Mainstreet Advocate (\$1,000-2,499)
____ Mainstreet Promoter (\$500-999) _____ Mainstreet Supporter (\$100-499) _____ Mainstreet Friend (\$50-99)
____ Mainstreet Member Business (\$50)

**NOTE: A donation of
\$250.00 or above
includes one engraved
brick paver for
Main Street Park.**

Please make check payable to **Mainstreet Waynesboro**, and send with form to:

Mainstreet Waynesboro, Inc.

13 W. Main Street, Waynesboro, PA 17268

Mainstreet Waynesboro, Inc. is a certified non-profit corporation under the laws of the Commonwealth of Pennsylvania. It is a federally recognized 501(c)(3) tax-exempt organization (employer ID#23-2868740). Gifts are fully deductible within the requirements of federal law.



*...bringing hometown
back to downtown.*

13 West Main Street
Waynesboro, Pa. 17268
717-762-0397

www.mainstreetwaynesboro.org

Bill Kohler, Director of Economic Development

Angela Smith, Administrative Assistant

Greg Duffey, Board President



Mainstreet Waynesboro is proud to be a
2016 Accredited Main Street Program,
officially recognized by the
National Main Street Center in Chicago.



WAYNESBORO PA.

A Great Place to Live, Work and Play.

Join us for our holiday events:

Christmas Parade 2020
Saturday, Nov. 21 • 3 p.m.

Boro Blast at Main Street Park
Thursday, Dec. 31 • 5 p.m.

Our Mission

Established nearly 25 years ago, the mission of Mainstreet Waynesboro, Inc. (MSW) is to revitalize our downtown district in a variety of ways, such as providing support for new and existing businesses, beautification projects and hosting events and activities to attract visitors from outside of the area. We work to instill a sense of pride and provide opportunities for enjoyment for all.



Shifting Our Focus

Each year, a dedicated team of volunteers and Mainstreet Waynesboro staff organize a variety of events and activities for the entire community to enjoy.

This year was no different, even with the challenges of COVID-19 and the government-ordered mandates. We hosted our delicious Chocolate Extravaganza in March and our Market at the Park farmers market in late May through September. We also safely and securely held the popular Waynesboro Wizarding Weekend and Market Day celebrations in 2020. In addition, we held our Downtown Food Stroll, Food Truck Fridays, and summer concerts at Main Street Park. Our goal is to continue to have events that are safe, while generating

foot traffic downtown to help support our Main Street businesses.

On a down note, we were forced to cancel two of our more popular events because of the pandemic: the beer festival and the car and truck show. We hope to bring them back in 2021.

Our events help raise money for our organization, which is why we need your support more than ever in 2021.



Beautiful by Design

Mainstreet Waynesboro's design committee is tasked with keeping our community as safe, clean and green as possible.

This committee provides funding for the beautiful flower baskets that hang in the downtown district each year, and members have also upgraded the "Welcome" signs at each entrance to town.

This year, Mainstreet continued to expand the One Brick at a Time campaign and the veterans banner program. We added beautiful planters and quilt boards in the Mulberry Avenue walkways and added brackets to borough light poles so we could honor 24 more local veterans with the banners that hang in late fall.

Main Street Park

This beautiful downtown oasis has seen tens of thousands of visitors since it opened in October of 2017. The park has been the site of a bustling farmers market the past three summers, as well as the home to concerts, vigils, art shows, Food Truck Fridays, birthday parties, class reunions, and our Boro Blast celebration.

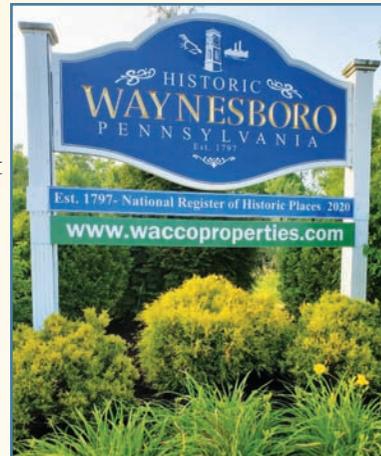
Most of all, it is a place to relax with coffee from Brio or Christine's and a good book, or to enjoy the free Wi-Fi.

Mainstreet is continuing its efforts to raise money to turn the adjacent building into a commercial space with an eatery, visitors center and Mainstreet's office.

The National Register

Mainstreet Waynesboro teamed with the State Historic Preservation Office to accomplish a long-time goal: Getting Waynesboro's downtown and surrounding area placed on the National Register of Historic Places. The placement on the register became official on April 24. The district includes the core of downtown, from Franklin Street to Clayton Avenue, and Clayton Avenue between Main Street and 5th Street, including adjacent blocks and cross streets.

The designation is a source of pride for Waynesboro, which loves its history, and opens the door for grants and tax incentives for property owners.



Little Things Mean A Lot

Mainstreet continues its award-winning efforts to improve the beauty and safety of downtown Waynesboro. We partner with the Borough of Waynesboro, property owners, business owners and community members to make the downtown a safe and well-lit place to eat, shop and visit.

We welcomed several new businesses to downtown Waynesboro and there are more on the way. New on Main Street are Rough Edges Brewing, Taqueria La Cienega and Warner's Old-Fashioned Soda Shoppe.

Mainstreet increased its exposure and reach through social media by more than tripling its Facebook likes and followers since 2017.



Support is Vital

As with many non-profit organizations, Mainstreet Waynesboro must constantly search for ways to remain sustainable so we can continue to serve a vital role in our community.

This year has been extremely difficult on all non-profits, and Mainstreet is no exception. We still have big plans for downtown, including the renovation of 21 E. Main St. We have found ways to pivot and adjust our roles and responsibilities during the pandemic and ensuing shutdown to help our downtown businesses.

We receive no money from the borough, county or state for administrative and operating expenses. Mainstreet relies solely on fundraisers and the generosity of our members and supporters to remain viable, and to continue our vision for a vibrant downtown district.

We invite **you** to support our mission and join us on our journey through continued success on our own Main Street.

A donation form is included in this brochure. If you wish to use a credit card, please indicate that preference and we will contact you. We also accept gifts of stock from donors and bequests from estates. For more information about either option, call Bill at 717-762-0397.

Nothing better reflects the economic, social and cultural status of a community than the vibrancy of its downtown. Your support is *greatly appreciated* and helps us continue to make Waynesboro a great place to live, work and play.