



# 2021 ANNUAL MEETING

Elmira Downtown Development, Inc.  
311 East Water Street  
Elmira, NY 14901  
607.734.0341  
[elmiradowntown.com](http://elmiradowntown.com)





# EDD HISTORY

EDD is a 501(c)3 non-profit organization created to promote and beautify the downtown Elmira Business Improvement District (BID), for residents, merchants, and property owners. Our goal is to support merchants in the downtown area with the resources to develop strong marketing campaigns, increase promotions, and beautification. We work closely with the business community, economic development partners, service organizations, the City of Elmira, schools, and the arts community to make Elmira a thriving destination.

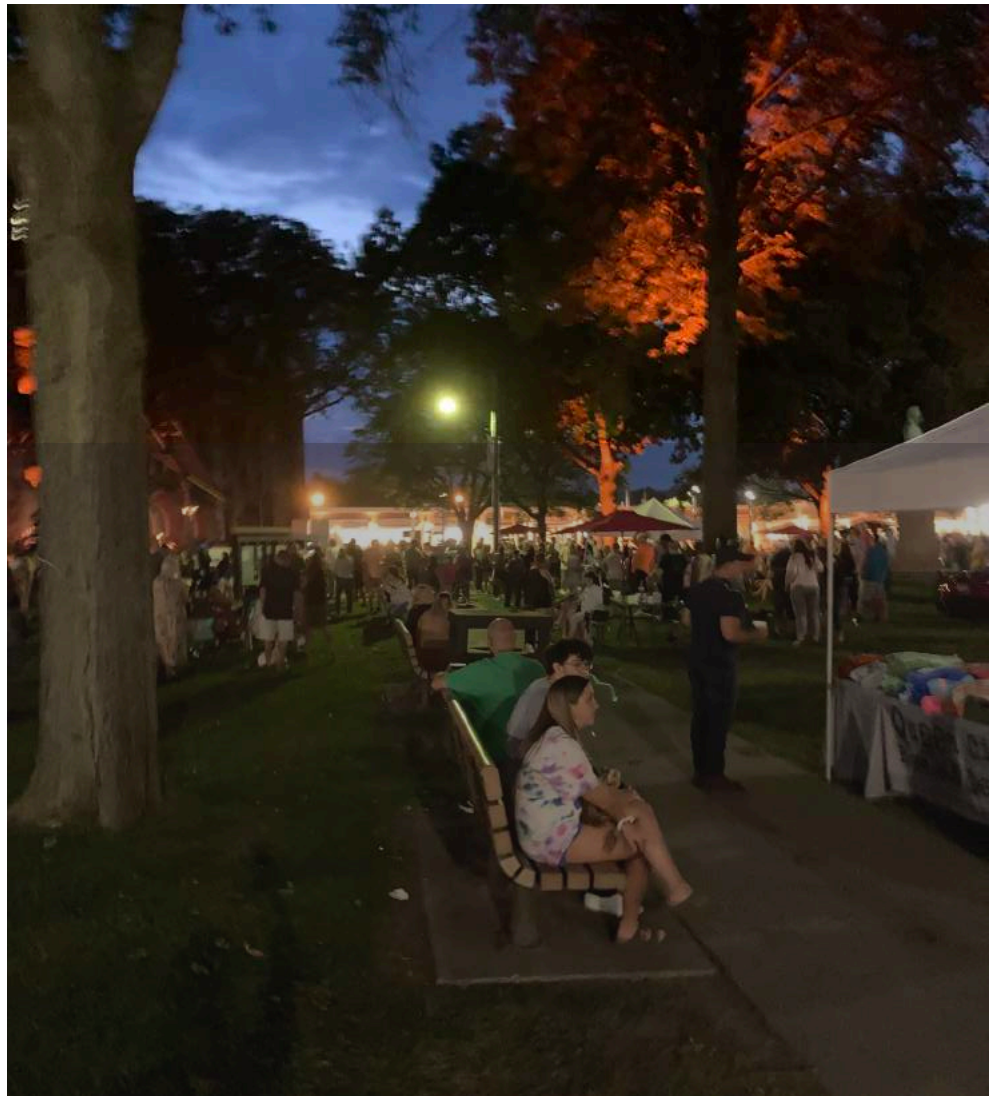
EDD has consistently delivered transformative contributions to the City of Elmira, members of the 52 block BID, and the community at large since incorporation in 1990. Through stewardship and the execution of grants from public and private sources, sponsorships, and the institution of dynamic event programming, EDD has effectively transformed the lives of the people living and working within the community. In addition to supporting economic opportunities and business development, EDD is expertly poised to remain committed to providing quality annual entertainment events within the Elmira downtown corridor. As EDD enters a new chapter of leadership, meticulous succession planning and progressive long-term vision will ensure a legacy of continuity remains.

## MISSION

The mission of Elmira Downtown Development, Inc. (EDD) is to continually enhance the environment of Elmira's downtown district through innovative programs, promotions, and partnerships that foster a sense of community while strengthening economic vitality for our business partners.

## VISION

To create a flourishing, attractive downtown district that is a vibrant, dynamic, welcoming, and attractive place to live, learn, work, shop, eat, and play that continues to be a place for future growth.



# ANNUAL MEETING AGENDA

Call to Order ..... Christopher Coletta, *President*

Approval of 2021 Annual Meeting Minutes ..... Christopher Coletta, *President*

Treasurer's Report ..... Janis Witchey, *Treasurer*

Election of Directors ..... Christopher Coletta, *President*

Property Owners .....

Kristina Cadwallader, Hilliard Corporation

Christopher Giamichelle, Elmira Savings Bank

Courtney Shaw, Community Bank, N.A.

Janis Witchey, Empower Federal Credit Union

Commercial Tenants .....

Adam Bunce, Turtle Leaf Cafe

Alison Duncan, Craft Farm

Community Champions .....

Elizabeth Fennell, Paint the Town

Courtney Woods, Corning Credit Union

Remarks from the President ..... Christopher Coletta, *President*

EDD Assistant Director Report ..... Tiffany Millerd, *Director*

Public Comments ..... Christopher Coletta, *President*

Adjournment .....

## DETAILS

Elmira Downtown Development Inc.  
Annual Meeting  
February 9, 2022, 12:00 PM

Zoom Meeting:  
Register at [elmiradowntown.com](https://www.elmiradowntown.com)



# EXECUTIVE COMMITTEE

Christopher Coletta  
*President, Property Owner*  
Chemung Canal Trust Company

Kristina Cadwallader  
*Vice President, Property Owner*  
Hilliard Corporation

Denise Allen  
*Secretary, Property Owner*  
Community Bank, N.A.

Janis Witchey  
*Treasurer, Property Owner*  
Empower Federal Credit Union

## STAFF

Jennifer Herrick-McGonigal  
*2021 Executive Director, Consultant*

Tiffany Millerd  
*Director*

Katie Boland  
*2021 Events & Marketing Manager*

Desiree Lopenzo  
*Events & Marketing Manager*

## BOARD OF DIRECTORS

Michael Collins  
City Representative  
*City Manager, City of Elmira*

Dan Mandell  
City Representative  
*Mayor, City of Elmira*

Emma Miran  
City Representative  
*Community Development, City of Elmira*

Brent Stermer  
City Representative  
*2<sup>nd</sup> District Council Member, City of Elmira*

Adam Bunce  
Commercial Tenant  
Turtle Leaf Cafe

Jennifer Swain  
Commercial Tenant  
Elmira College

Courtney Woods  
Commercial Tenant  
Corning Credit Union

Pam Brayton  
Property Owner  
FM Howell & Company

Christopher Giamichelle  
Property Owner  
Elmira Savings Bank

Jennifer Herrick-McGonigal  
Property Owner  
Chemung County Chamber  
of Commerce

Kylene Kiah  
Property Owner  
Wine & Design

Michael Mitchell  
Property Owner  
Copy Express

Donna Tangorre  
Property Owner  
Elmira Savings Bank

Elizabeth Fennell  
Resident  
EPF Industries

Xavier Mustico  
Resident  
Mustico Financial





# MESSAGE FROM THE PRESIDENT

Good afternoon and I wish to formally welcome everyone to Elmira Downtown Development's Annual Meeting. 2021 was a year of both uncertainty and major transitions for the organization. At the beginning of the year, we weren't sure if we would be able to hold our events as they were intended due to the lingering effects of the pandemic. I am very proud to say that we had another successful year of Wisner Market, the Secret Garden Gala, and a great 5th season of Alive After Five. We also held a modified version of the Elmira Street Painting Festival, Trunk or Treat, and Community Cinema. These events would not have been able to occur without the quick thinking of our staff and event committees.

Last year was a year of major transitions as Jennifer Herrick-McGonigal, who has been our Executive Director for more than 15 years left the organization to become President and CEO of the Chemung Chamber of Commerce. We conducted an Executive Director search and are so extremely fortunate to have found Tiffany Millerd as our new Executive Director. Tiffany is very well suited for the position based on her prior experience and qualifications; however, I believe her passion for downtown Elmira is her greatest attribute. While Jennifer is no longer an employee of EDD, she did not move far. Not only was she a recent addition to the EDD board but we have put a plan in motion to strengthen our relationship with the Chemung Chamber. The next step of that plan is to move our offices into the Chamber building in the hopes to create new synergies between both organizations. This move is slated to occur in March of this year. We believe this collaboration can result in shared services and efficiencies between both organizations.

I am excited to start planning for another great year of events in 2022. We will continue to think outside the box so that we can continue to offer a variety of events and services that have been terribly missed the last few years. I want to thank the stakeholders, sponsors and City/County leaders who continue to support this organization and the community.

Christopher Coletta  
*President, Elmira Downtown Development, Inc., Board of Directors*

# MESSAGE FROM THE DIRECTOR

After a particularly tumultuous 2020, Elmira Downtown Development, Inc. (EDD) anticipated that 2021 would bring a refreshing return to normalcy for downtown Elmira. Despite a hopeful outlook toward a healthy post-pandemic economy, the past two years have challenged our downtown businesses to remain resilient, adaptive, and determined to support their customers and clients throughout these difficult times. A positive takeaway was witnessing our residents, members of the Business Improvement District (BID), community partners, and sponsors, gathering to enthusiastically celebrate our events after the pandemic restrictions were lifted.

Although we were unable to host our major fundraiser, the Taste of Downtown, EDD staff, volunteers, and sponsors worked hard to ensure many of our events were able to go on as initially planned. The first significant event of the season, the Secret Garden Gala, made a welcome return after a two-year hiatus. The well-attended event was an excellent showcase for the newly revitalized Clemens Square and brought everyone together with a renewed spirit of hope. In addition, the community responded enthusiastically to a return of our Alive After Five concert series, which began later in the season than previously anticipated. To come out from the pandemic focusing on promoting our local business owners, Corning Credit Union (CCU) partnered with EDD to sponsor the Buy Here, Shop There program. The program stimulated the local economy with \$25,000 in community-funded support and a matching \$25,000 donation from CCU. The show of community participation for the Buy Here, Shop There program is a monumental testament to the generosity of our residents. Finally, Wisner Market remained a well-attended and beloved 24-year staple in our downtown district.

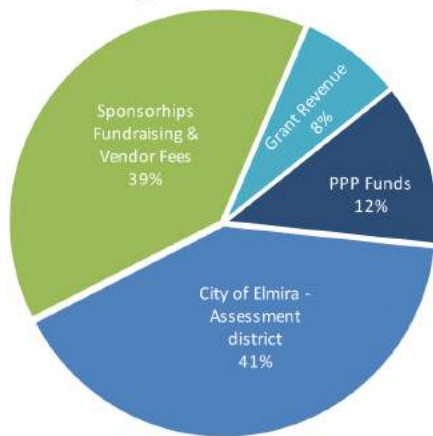
On behalf of EDD, we are truly grateful for the steadfast support of our Board of Directors, Stakeholders, the City of Elmira, the Chemung Chamber of Commerce, Elmira College, the New Vision Academy, our committee members, and tireless volunteers. I would like to thank Jennifer Herrick-McGonigal for her 15 years of dedicated service to EDD. Jennifer's guidance has been a true asset during the transition of Executive Director responsibilities. I also want to thank EDD's Marketing & Events Manager, Desiree Lopenzo, for her unflappable support and commitment to presenting lively events that support our core vision for downtown Elmira. Notwithstanding the challenges we have faced together, EDD is committed to our enduring stewardship of the mission, fostering a collaborative spirit, and remaining steadfast in providing events that contribute to positive momentum in our downtown district. As we move forward in 2022, EDD remains hopeful that a more traditional event season is on the horizon.

Tiffany Millerd  
*Executive Director, Elmira Downtown Development, Inc.*

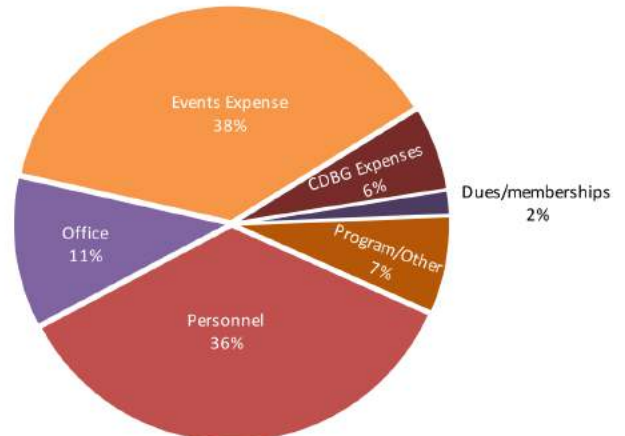


# FINANCIAL REPORT

Support & Revenue



Expenses



December 31,

## Support and Revenues

|                                      |
|--------------------------------------|
| City of Elmira - Assessment district |
| Merchants - events income            |
| Grant Revenue                        |
| PPP Funds                            |
| Other Income                         |
| Interest                             |

### Total Support and Revenues

## Expenses

### Personnel:

|                   |
|-------------------|
| Personnel         |
| Payroll Taxes     |
| Employee Benefits |

### Office:

|                                |
|--------------------------------|
| Marketing                      |
| Insurance                      |
| Auditing and accounting        |
| Office supplies/expenses       |
| Equipment, rent/maintenance    |
| Phone/web design & maintenance |
| Printing                       |
| Depreciation                   |
| Rent/utilities                 |
| Interest Expense               |

### Program/Other:

|                            |
|----------------------------|
| Merchants - events expense |
| CDBG Expenses              |
| Dues/memberships           |
| Improvement project costs  |
| Operation Green Streets    |
| Meetings/travel            |
| Education & Training       |
| Contingency Maintenance    |

### Total Expenses

## Change in net assets

|                               |
|-------------------------------|
| Prior Year Adjustment         |
| Transfer of Net assets        |
| Net assets, beginning of year |

### Net Assets, End of Year

| Unrestricted          |                 | Restricted       |                   | December 31,     |  |
|-----------------------|-----------------|------------------|-------------------|------------------|--|
| Operations            | Merchants       | Operations       | 2021              | 2020             |  |
| \$ 137,615            | \$ -            | \$ -             | \$ 137,615        | \$ 136,331       |  |
| -                     | 131,457         | -                | 131,457           | 94,538           |  |
| 26,364                | -               | -                | 26,364            | 7,377            |  |
| 41,789                | -               | -                | 41,789            | -                |  |
| -                     | -               | -                | -                 | 330              |  |
| 7                     | -               | -                | 7                 | 7                |  |
| <b>205,775</b>        | <b>131,457</b>  | <b>-</b>         | <b>337,232</b>    | <b>238,583</b>   |  |
| <b>Personnel:</b>     |                 |                  |                   |                  |  |
| 97,527                | -               | -                | 97,527            | 98,415           |  |
| 7,815                 | -               | -                | 7,815             | 7,781            |  |
| 7,372                 | -               | -                | 7,372             | 7,200            |  |
| <b>Office:</b>        |                 |                  |                   |                  |  |
| 4,587                 | 12,266          | 2,064            | 18,917            | 7,813            |  |
| 3,830                 | -               | -                | 3,830             | 4,561            |  |
| 4,120                 | -               | -                | 4,120             | 4,115            |  |
| 2,875                 | -               | -                | 2,875             | 3,824            |  |
| 2,983                 | -               | -                | 2,983             | 2,331            |  |
| 1,841                 | -               | -                | 1,841             | 1,578            |  |
| 494                   | -               | -                | 494               | 1,389            |  |
| 671                   | -               | -                | 671               | 461              |  |
| -                     | -               | -                | -                 | 209              |  |
| 9                     | -               | -                | 9                 | 100              |  |
| <b>Program/Other:</b> |                 |                  |                   |                  |  |
| -                     | 119,288         | -                | 119,288           | 62,086           |  |
| 20,052                | -               | -                | 20,052            | 8,310            |  |
| 5,900                 | -               | -                | 5,900             | 7,246            |  |
| 21,000                | -               | -                | 21,000            | 3,820            |  |
| 107                   | -               | -                | 107               | 1,341            |  |
| 1,100                 | -               | -                | 1,100             | 1,251            |  |
| 899                   | -               | -                | 899               | 1,000            |  |
| -                     | -               | -                | -                 | 56               |  |
| <b>183,182</b>        | <b>131,554</b>  | <b>2,064</b>     | <b>316,800</b>    | <b>224,887</b>   |  |
| <b>22,593</b>         | <b>(97)</b>     | <b>(2,064)</b>   | <b>20,432</b>     | <b>13,696</b>    |  |
| -                     | -               | -                | -                 | -                |  |
| -                     | -               | -                | -                 | -                |  |
| 67,877                | 1,883           | 12,543           | 82,303            | 68,607           |  |
| <b>\$ 90,470</b>      | <b>\$ 1,786</b> | <b>\$ 10,479</b> | <b>\$ 102,735</b> | <b>\$ 82,303</b> |  |



# ELMIRA DOWNTOWN EVENTS

## Taste of Downtown



**Postponed Until 2022** - This one-of-a-kind celebration provides the community with an unforgettable evening at the historic Arnot Art Museum. This event is the major fundraiser to support all of our community events.



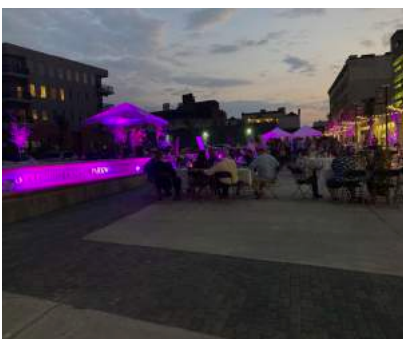
## Elmira Downtown Cleanup

EDD and our long-standing community partner, the Elmira Kiwanis Club, hosted the 2021 Elmira Downtown Cleanup in Wisner Park. As the first official event of the season, hundreds of volunteers participated by removing trash, leaves, and leftover winter debris from the BID.



## Alive After Five (AA5)

The AA5 annual summer concert series is hosted at various locations in downtown Elmira on Friday nights. Combining live music, adult beverages, and food, this successful event attracts 800 to 1,000 visitors to local businesses throughout the BID. Traditionally AA5 is a 10 event summer concert series, however 2021 gathering restrictions required EDD to postpone to a mid season start. Despite the delay, the community was excited to be back at Elmira's Largest Happy Hour!



## Secret Garden Gala

The Secret Garden Gala was a night filled with enchantment, entertainment, and celebration in the newly renovated Clemens Square. The well attended event gave guests an opportunity to experience the hidden potential of the revitalized space. Guests also enjoyed food and cocktails from local business partners, participated in champagne pulls, bid on silent auction items, and danced to live music.



## Elmira Street Painting Festival (ESPF)

Chemung County's premier art event, the Elmira Street Painting Festival, traditionally hosts over 150 artists. For 2021, EDD created gallery pods throughout downtown Elmira to keep the artists and visitors socially distanced during the 14<sup>th</sup> annual festival season. The event started with excellent momentum; however, inclement weather prompted the cancellation of planned weekend events. Featured artists were encouraged to create their Essential Worker Art at AA5 concerts during the remainder of the summer season. EDD is looking forward to a fantastic 15<sup>th</sup> annual celebration in 2022.





# ELMIRA DOWNTOWN EVENTS - CONTINUED



## Chalk it Up for our Youth

During the course of four Saturday's this past summer, students from grades 3-12 were invited to attend the Chalk it Up art workshop. Participants in the program received instruction from local artists and art teachers to learn the best practices for creating and applying chalk art to sidewalks throughout the BID. Students who have completed the annual program are encouraged to participate in the ESPF to showcase their emerging talents. Unfortunately, due to inclement weather, the 2021 ESPF was cancelled. EDD hopes that the Chalk it Up students will be enthusiastic participants in 2022!



## Wisner Market

Wisner Market has been a dedicated champion in support of local farms, musicians, food businesses, and local entrepreneurs for 24 seasons. The weekly market featured over 40 vendors and was visited by approximately 1,000 attendees each Thursday afternoon, from June through September. Each season, Wisner Market offers customers a vibrant selection of fresh seasonal vegetables, baked goods, flowers, plants, and handcrafted items. EDD hopes you will continue to join us for lunch in the park, as we celebrate our 25<sup>th</sup> anniversary season in 2022.



## Community Cinema

Community Cinema is a much loved evening of film, family, and fun in Wisner Park. In 2021 EDD featured The Sandlot as our evening entertainment.



## Elmira College Octagon Fair

In partnership with Elmira College, EDD assisted with the marketing and vendor relations for the Octagon Fair. The Octagon Fair is a long-standing Elmira College tradition, which, despite the rain, brought the community, students, and alumni together for a day of fun festivities.



## Halloween Trunk or Treat

A fun Halloween inspired community event, Trunk or Treat is a great way for downtown businesses and organizations to support the local youth. With approximately 80 attendees in 2021, seven organizations participated by decorating cars and passing out candy to children. EDD hopes to double participation and community involvement with this family friendly alternative to trick-or-treating in 2022.





## Small Business Saturday



EDD partners with small businesses in the BID every November to encourage visitors and residents to shop locally on Small Business Saturday. As a Neighborhood Champion, EDD promotes the Shop Small movement to help the small business community to thrive.



## Internships

EDD worked closely with New Visions Honor Academy and Elmira College as they assisted the organization with social media, communications, promotions, and research. Collectively and individually, students commit hours of their time to develop initiatives, foster local partnerships, and make downtown Elmira a fun and welcoming area for visitors, residents, and future young professionals.



## Holiday Window Decorating

The New Visions Honor Academy students diligently worked to beautify vacant and under-utilized storefront windows in downtown Elmira, while 12 businesses and organizations participated in a holiday window decorating contest. EDD was thrilled with the highly imaginative window displays which helped usher in a festive holiday season.



## A Winter's Dream

The Elmira Downtown Holiday Parade and Home for the Holidays became A Winter's Dream to keep the community safe during the 2021 holiday season. Visitors enjoyed creatively lit floats in a stationary parade, live entertainment, a book give-away, hot cocoa, the annual tree lighting presentation, and special guest appearance by Santa Claus.

## Wisner in Winter



**Postponed Until 2022** - Although Wisner in Winter was postponed for 2021, EDD plans to host a small business holiday pop up shop event in November. Artists, artisans, and small business owners will potentially utilize vacant spaces in downtown Elmira to feature their merchandise and handcrafted items.

# BEAUTIFICATION AND IMPROVEMENT



## Facade/Signage Improvement Program

The Facade/Signage Improvement Program allocates funding for aesthetic and physical improvements to properties and businesses located in the downtown district. Revitalization of the commercial district begins with improvements to a building or storefront. Simple changes, such as the removal of non-historic materials, repairs, or new paint, signals a positive change and often stimulates similar improvements in neighboring buildings.



## Operation Green Streets

2021 beautification services included continuous collection of litter and debris, weeding and maintenance service to over 50 flower planters and green spaces within the BID. EDD coordinates with a local landscaper to assist with the watering of flower planters throughout the spring and summer months.



## Spring Planting

Each spring, local landscapers rejuvenate planters in the BID with new soil, mulch, and a breathtaking array of wave petunias. With hundreds of flowers beautifying downtown Elmira, maintaining them is an important consideration. With the help of EDD's Operational Fund and Community Development Block Grant Funds, the organization works closely with partners to ensure the beauty remains vibrant in the downtown district.



## Take Flight & Downtown Art Walk

In a partnership with the Chemung County Chamber of Commerce, local artists were commissioned to create murals that define the distinctive character of downtown Elmira. The Taking Flight murals have made downtown come alive in a vibrant display of color and form. EDD and our partners strive to promote and support local artists in our community through outlets of creative expression. The expansion of the Downtown Art Walk is on target to become a regionally established, interactive art walk initiative.





# EVENT COMMITTEES



## Alive After Five Committee

Katie Boland \ Megan Canfield \ Christopher Coletta \ Jennifer Herrick-McGonigal  
Desiree Lopenzo \ Lauren Mallette \ Xavier Mustico \ Courtney Wickham \ Janis Witchey

## Arts & Culture Committee

Katie Boland \ Zoe Fabian \ Jennifer Herrick-McGonigal \ Kylene Kiah  
Desiree Lopenzo \ Anthony Novakowski \ Brandi Moffe  
Emily Solometo \ Crystal Townsend

## Elmira Downtown Cleanup

Katie Boland \ Elmira Kiwanis Club \ Jennifer Herrick-McGonigal \ Desiree Lopenzo  
Alison Mandel \ TJ Malone \ Mike Wayne

## Elmira Downtown Holiday Parade Committee

Denise Allen \ Katie Boland \ Roxanne Bravo \ Mary Rose Hackathorn  
Jennifer Herrick-McGonigal \ Desiree Lopenzo \ Tiffany Millerd  
Lillie Quattrini \ Courtney Shaw \ Deb Sullivan

## ESPF, Secret Garden, & Taste of Downtown Committee

Katie Boland \ Brenda Curren \ Elizabeth Fennell \ Jennifer Herrick-McGonigal  
Bethany Lohmann \ Desiree Lopenzo \ Tiffany Millerd \ Sue Wagner  
Janis Witchey \ Courtney Woods

## New York Main Street Committee

Jennifer Herrick-McGonigal \ Jill Koski \ Emma Miran  
Ron Panosian \ Bruce Whitmarsh

## Wisner Market Committee

Katie Boland \ Adam Bunce \ Jennifer Herrick-McGonigal \ Desiree Lopenzo  
Kelly Mann \ Michael Sullivan

EDD is grateful for the support of our committee members, who are always willing and able to roll up their sleeves and work hard to make each event a success. Their dedication, teamwork, and amazing drive is a testament to their outstanding professionalism and positive investment in the future growth of downtown Elmira.



# SPONSORS

Chemung Supply Corporation  
Community Bank, N.A.  
Cortland Hearing Aids, LLC  
Corning Credit Union  
Dimon & Bacorn  
Elmira Savings Bank  
Empower Federal Credit Union  
First Heritage Federal Credit Union  
FM Howell  
Gough Holding Corporation

Hilliard Corporation  
Johnson Schmidt & Associates  
John H. Cook, Jr. Painting Contractor  
Lighthouse Liquors & Wines  
Meir Industries  
Park Grove Realty, 100 West Water Apartments  
Perry & Carroll, Inc.  
Southern Tier Custom Fabricators  
Wegmans

## THANK YOU

On behalf of the Board of Directors please accept our gratitude for your commitment to being a volunteer, community partner, and/or EDD sponsor. Generous contributions of time, service, and financial support ensure entertaining and engaging special events remain a staple of downtown Elmira

## ADOPT A PLANTER

Anthony's Restaurant  
Appleridge Senior Living  
Phyllis Bishop & John Knight  
Chuck & Carol Ellis  
Elmira Holiday Inn  
Mike Horan & Jeremy Brum-Baugh

Bethany & Craig Lohmann  
Linda & Anthony Orbanac  
Patrick's  
Southern Tier Custom Fabricators  
Turtle Leaf Café  
The Christmas House

## 2022 GOALS

Continue to actively promote a positive, county-wide community awareness of EDD and its services. This can be fostered as a natural extension of marketing and communications, project development, building façade improvements, public outreach, community events, relationship building, educational partnerships with New Visions Academy, Elmira College, and Elmira High School Students, supporting local arts and artists, expanding the volunteer workforce, and remaining an active and visible presence in the community.







THANK YOU!  
FOR YOUR SUPPORT

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