

2023 ANNUAL REPORT



231 W WATER ST. STE. 102
ELMIRA NY 14901

Elmira
DOWNTOWN
DEVELOPMENT



REFLECTION

2023 was a year of transition for Elmira Downtown Development with many new challenges and opportunities. The first thing that comes to mind when I think about the past year is how fortunate I was to be surrounded by a dynamic Executive Director, Executive Team, and Board Members. Without the dedication of everyone involved, the organization would not have accomplished all that it did in 2023.

As we enter 2024, Elmira Downtown Development is in a very strong position financially with many new and stronger partnerships. I look forward to watching the growth and change that the organization and the BID will continue to experience. I also want to thank, the stakeholders, partners (new and old), City and County leaders who have supported Elmira Downtown Development and the BID community.

Kristina Cadwallader
President

In the retrospect of 2023, it is evident that the year brought about significant growth and played a pivotal role in the bridging and building relationships across the community. The collaborative efforts of individuals and organizations contributed to positive developments. I recognized the importance of building meaningful relationships. The emphasis on empathy, communication, and collaboration contributed to stronger personal connections and a sense of community. The year 2023 can be remembered as a time when we worked towards building bridges, fostering understanding, and creating a more harmonious downtown.

Downtown events experienced a surge in growth and attendance marking a vibrant engaging year for gatherings. The heart of the city became a dynamic hub for activity, drawing in diverse crowds and fostering a sense of shared experience. Local businesses and vendors benefited from the heightened foot traffic. The bustling atmosphere created a positive feedback loop, encouraging more businesses to participate and invest in downtown events. The revitalization of urban spaces through vibrant gatherings contributed to a sense of connection and shared identity, making downtown areas even more appealing as hubs of cultural, social, and economic activity.

In summary, the growth and relationship-building witnessed in 2023 reflect a collective effort to overcome challenges, embrace positive change, and create a future marked by cooperation and mutual understanding.

Kylene Kiah
Executive Director



HOW WE SERVE

The organization serves as a catalyst to improve and promote downtown Elmira through special events, marketing, economic development and partnerships. We host a series of annual events designed to support our community. To fulfill our mission we provide marketing and communications, and grant funding to our property owners, business owners, residents and visitors.

MISSION

To continually enhance the environment of Elmira's downtown district through innovative programs, promotions, and partnerships that foster a sense of community while strengthening the economic vitality for our business partners.

VISION

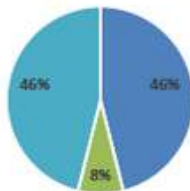
Furthering partnerships in an architecturally diverse downtown district to create a vibrant, dynamic, and welcoming place to live, learn, work, shop and play. The organization plays an essential role to ensure that the heart of the city becomes a vibrant community. Emerging, Evolving, Engaging.



FINANCIAL REPORT

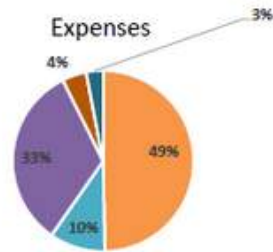
ELMIRA DOWNTOWN DEVELOPMENT, INC. Statement of Activities

Support & Revenue



- Sponsorships Fundraising & Vendor Fees
- Grant Revenue
- City of Elmira - Assessment District

Expenses



- Event Expense
- Personnel
- Office
- Imp. Projects

	Unrestricted		Restricted	December 31,	
	Operations	Merchants	Operations	2023	2022
Support and Revenues					
City of Elmira - Assessment district	\$ 134,105	\$ -	\$ -	\$ 134,105	\$ 128,602
Merchants - events income	-	133,961	-	133,961	138,867
Grant Revenue	22,672	-	-	22,672	17,669
Other Income	-	-	-	-	-
Interest	9	-	-	9	6
Total Income	156,786	133,961	0	290,747	285,144
Expenses					
Personnel:					
Personnel	82,153	-	-	82,153	73,729
Payroll Taxes	6,801	-	-	6,801	6,471
Employee Benefits	3,794	-	-	3,794	4,531
Office:					
Marketing	1,580	1,811	9,903	13,294	8,509
Insurance	4,683	-	-	4,683	4,948
Auditing and accounting	5,915	-	-	5,915	4,419
Office supplies/expenses	1,815	-	-	1,815	3,770
Other Professional Fees	3,792	-	-	3,792	3,600
Rent/utilities	5,200	-	-	5,200	2,600
Equipment, rent/maintenance	111	-	-	111	1,755
Phone/web design & maintenance	3,167	-	-	3,167	670
Printing	-	-	-	-	495
Depreciation	-	-	-	-	-
Interest Expense	-	-	-	-	-
Program/Other:					
Merchants - events expense	-	139,857	-	139,857	115,479
Improvement project costs	12,158	-	-	12,158	14,763
CDBG Expenses	9,640	-	-	9,640	1,290
Dues/memberships	1,170	-	-	1,170	910
Meetings/travel	-	-	-	-	352
Education & Training	412	-	-	412	70
Operation Green Streets	-	-	-	-	72
Contingency Maintenance	-	-	-	-	-
Change in net assets	14,395	(7,707)	(9,903)	6,688	36,711
Prior Year Adjustment	-	-	-	-	(2,335)
Transfer of Net assets	-	-	-	-	-
Net assets, beginning of year	109,542	17,090	10,479	137,111	102,735
Net Assets, End of Year	\$ 123,937	\$ 9,383	\$ 576	\$ 143,799	\$ 137,111



EXECUTIVE COMMITTEE

PRESIDENT

KRISTINA CADWALLADER

PROPERTY OWNER, HILLIARD CORPORATION
100 W FOURTH ST ELMIRA, NY 14901

VICE-PRESIDENT

JANIS WITCHEY

PROPERTY OWNER, EMPOWER FEDERAL CREDIT UNION
351 N MAIN ST ELMIRA, NY 14901

SECRETARY

ELIZABETH EVERETT

COMMUNITY PARTNER, FENNELL INDUSTRIES
108 STEPHENS PL ELMIRA, NY 14901

TREASURER

COURTNEY WOODS

COMMUNITY PARTNER, SERVU FEDERAL CREDIT UNION
87 VICTORY HIGHWAY PAINTED POST, NY 14870

PAST PRESIDENT

CHRISTOPHER COLETTA

PROPERTY OWNER, CHEMUNG CANAL TRUST COMPANY
ONE CHEMUNG CANAL PLAZA ELMIRA, NY 14901

STAFF

EXECUTIVE DIRECTOR

KYLENE KIAH

231 W WATER ST STE 102 ELMIRA NY 14901



BOARD OF DIRECTORS

DAN MANDELL, MAYOR

CITY REPRESENTATIVE, CITY OF ELMIRA
317 E CHURCH ST ELMIRA, NY 14901

MICHAEL COLLINS, CITY MANAGER

CITY REPRESENTATIVE, CITY OF ELMIRA
317 E CHURCH ST ELMIRA, NY 14901

EMMA MIRAN, COMMUNITY DEVELOPMENT

CITY REPRESENTATIVE, CITY OF ELMIRA
317 E CHURCH ST ELMIRA, NY 14901

EMILY BLAUVELT

COMMERCIAL TENANT, PATRICKS
303 COLLEGE AVE ELMIRA, NY 14901

MICHAEL MITCHELL

PROPERTY OWNER, R+M HIGHLAND PROPERTIES RIVERSIDE SUITES LLC
227 W WATER ST ELMIRA, NY 14901

XAVIER MUSTICO

RESIDENT, MUSTICO FINANCIAL
221 W CHURCH ST ELMIRA, NY 14901

CHRISTOPHER GIAMICHELLE

PROPERTY OWNER, COMMUNITY BANK N.A.
333 E WATER ST ELMIRA, NY 14901

COURTNEY SHAW

COMMERCIAL TENANT, COMMUNITY BANK N.A.
300 W WATER ST ELMIRA, NY 14901

JENNIFER SWAIN

COMMUNITY PARTNER, ELMIRA COLLEGE
ONE PARK PLACE ELMIRA, NY 14901

JENNIFER HERRICK-MCGONIGAL

PROPERTY OWNER, CHEMUNG COUNTY CHAMBER OF COMMERCE
400 E CHURCH ST ELMIRA, NY 14901



EVENTS

TASTE OF DOWNTOWN: This celebration provided an unforgettable evening at the Chemung Valley History Museum. The event brought our community together, showcasing veteran restaurants such as HillTop and 1157 North and new restaurants such as Boricana. We raised funds needed to make the Elmira Street Painting Festival one of a kind!

ALIVE AFTER 5: The AA5 annual summer concert series is hosted at various locations in downtown Elmira on Friday nights. This year Elmira Downtown Development hosted the opening at Chemung Canal Trust Company. We were able to leverage the money made, to produce a commercial geared toward our downtown as well as begin the process of a joint guide book with the Gaffer District that will be distributed to The Southern Tier and Northern PA spring 2024. Bobby K Entertainment was an in kind sponsor who provided Kids activities at each AA5 event.

DOWNTOWN CLEAN UP: For over 30 years the Kiwanis Club has volunteered to help with this event. This year we were able to clean our main parks, and parking lots! We had volunteers from LECOM and Elmira College which added to our community comradery.

ELMIRA STREET PAINTING FESTIVAL: We have over 150 artists for Chemung County's premiere art festival. This event includes children's art, activities, food and music. This year we added three of Elmira's well known artists to our judges panel! Those judges were Marc Rubin, Tori Burdick and Sam Somostrada alongside City of Elmira Mayor, Dan Mandell. While the weather was in the high 90s all weekend we did not see any rain and had a wonderful weekend. Our Chalk it Up workshops were held at Wisner Park during Pride, E.O.P. during the Black Lives Matter event, the parking lot of Kennedy Valve, who is a Chalk It Up sponsor, and our Taste of Downtown venue, The Chemung Valley History Museum. Students who complete the annual CIU program showcase their emerging talents at the Elmira Street Painting Festival.

WISNER MARKET: Wisner Market 2023 was the place to go for lunch every Thursday. We consistently had 10 very different food options with two dedicated farmers who provided fresh flowers, jams, produce and baked goods. We were able to offer free yoga, and live music each week. Our biggest partnership this year was with the Veterans Affairs as the VA received a grant to provide 400 \$10 food vouchers to vets to redeem with our food vendors.



EVENTS

SMALL BUSINESS SATURDAY: Small Business Saturday promotional items were distributed to local businesses. EDD was able to provide a commercial that featured seven small businesses that aired for two months starting on Small Business Saturday.

TRUNK OR TREAT: This event featured 25 local businesses and organizations to hand out candy to our downtown kiddos. We had the Historic popcorn truck in attendance and were able to pass out 200 Halloween bags with candy that was donated by the Chemung County Youth Bureau and Recreational Services.

TREE LIGHTING: This quaint event is the kick off to the holiday season. The City of Elmira Building and Grounds crew works hard to ensure the Wisner stage is decorated, and the Nativity and Menorah are set up. EDD provided hot cocoa for our guests, The River Sharks handed out tickets to their upcoming game and we had 3 reindeer visit for the children to see. The weather did not cooperate but we still managed to have over 100 people. This year we added a large decorated lever box that the Mayor was able to push down to light the stage! EDD was also able to purchase new wreaths to line the poles on Main St between Church and the roundabout near Hilliard. Each year our trees are donated by the Maple Ave. Tree Farm.

DOWNTOWN ELMIRA HOLIDAY PARADE: This year was our 60th parade in downtown Elmira. We were able to purchase two new costumes that were a major hit. Bluey and Bingo! City of Elmira DPW and EPD play a major role each year and showed a much larger presence this year with road closure assistance and patrol. We are so grateful for their help. We cannot do this parade without our Parade Committee who put in so much time to make this a success. From prepping the costumes, rebuilding floats, to outreach and scheduling fittings. We also saw a handful of new organizations join the parade!



BEAUTIFICATION

OPERATION GREEN STREETS: Services delivered: collect litter and debris, provides weeding and maintenance service to over fifty flower planters and green space. Coordinate with a local landscaper who assists with the watering of the flower planter in the spring/summer months.

*Purchased annual flowers for the planters and winter greens. Also de weeded and cleaned up Clemens Square and the walking bridge. This year we also were able to purchase 12 new wreaths for the holiday lighting in downtown.





BEAUTIFICATION

SIGNAGE AND FACADE: Allocates funding for aesthetic and physical improvements to properties and businesses located in the downtown district. The revitalization of a commercial district often begins with improvements to a single building or storefront. Even simple changes such as the removal of non-historic materials, repairs, or a new paint job that calls attention to the building's original architectural details signal positive change and often stimulate similar improvements in neighboring buildings. The Facade/signage Improvement Program has been instrumental in assisting property owners with these types of projects by offering to cover a percentage of the cost for improvements.

Riverside Suites Water St (right)
Bella Denti Whitening Baldwin St (below)





NEW YORK MAIN STREET

EDD works as a grant administrator for targeted areas. Since 2007, the downtown district received nine (9) New York Main Street Grants in the amount of 1.8 million dollars. This year EDD received \$354,000 grant through New York Main Street to begin restoration of 201 Baldwin Street. EDD will continue to partner with the City of Elmira and STEG to seek grant opportunities for economic development projects within the downtown district.





2024 OBJECTIVES

Mission Fulfillment
Fundraising and Financial Sustainability
Community Engagement
Advocacy and Awareness
Program Development and Effectiveness
Stakeholder Communication
Diversity, Equity, and Inclusion (DEI)
Evaluation and Impact Measurement

As we embark on the journey into 2024, Elmira Downtown Development is excited to reaffirm our commitment to being a steadfast community partner, dedicated to transparency, and focused on creating opportunities that empower individuals, businesses and uplift our shared community.

1. Strong Community Partnership: We understand the strength that lies in collaboration and unity. In 2024, EDD is determined to deepen our roots within the community, fostering meaningful relationships, and actively participating in initiatives that address the unique needs and aspirations of our community members and our organization.

2. Unwavering Transparency: Transparency is the bedrock of trust. We pledge to maintain an open line of communication with our community, donors, volunteers, and stakeholders. This includes sharing updates, financial reports, and progress on our initiatives, ensuring that you have a clear understanding of the impact of your support.

3. Strengthening Opportunities: Every individual deserves the chance to thrive. In the coming year, EDD will focus on expanding and enhancing opportunities for community growth. This includes developing new programs, forging partnerships, and creating avenues that empower organizations and businesses to reach their full potential.

As we move forward, we invite you to join us on this journey. Your feedback, insights, and collaboration are invaluable as we work together to build a stronger, more resilient community. Thank you for your continued support, and we look forward to making a positive impact together in 2024.



THE HEART OF THE ORGANIZATION

Our volunteers are the heart that keeps us beating. Your kindness, generosity, and enthusiasm inspire us daily, and we want you to know that your efforts do not go unnoticed. As we move into the new year, we are excited about the possibilities that lie ahead. With a team as dedicated and passionate as ours, there's no limit to what we can achieve together. Thank you for being an integral part of our journey.

Taste of Downtown/Elmira Street Painting Festival:

Courtney Woods
Janis Witchey
Susan Wagner
Brenda Curren
Bethany Lohmann
Liz Everett
Renee Wheeler

Special thank you to:

Deb Sullivan, Shabnam Allwood, Joey Ashton and Tom Knoll

Downtown Elmira Holiday Parade:

Deb Sullivan
Denise Allen
Courtney Shaw
Roxanne Bravo
Jim Bravo
Gary Allen
Brooks Shaw
Mary Rose Hackathorn
Robert Dunbar

Special thank you to:

Boces, AARP, EPD, and the Elmira Express Girls Basketball

Alive After 5:

Chris Giamichele
Candice West
Courtney Shaw
Xavier Mustico
Jessica Balmer

Special thank you to:

Joey Ashton
Shabnam Allwood

Downtown Clean Up:

Elmira Kiwanis Club

Signage & Facade:

Jennifer Herrick
Jill Koski
Ron Panosian
Bruce Whitmarsh



EMPOWERING DREAMS

Sponsorship support has played a vital role in empowering dreams and creating opportunities. From funding impactful programs to enabling community initiatives, your contributions have made a lasting difference in the lives of those we serve. Sponsorship is more than just financial support; it's a true partnership. Your commitment to our cause goes beyond dollars and cents; it reflects a shared belief in the power of EDD's mission and the positive change we strive to bring about. Your generosity has been instrumental in helping us fulfill our mission and make a positive impact on the community we serve. Thank you for your ongoing commitment to our organization.

Chemung Canal Trust Company
Chemung Supply Corporation
Community Bank, N.A.
Corning Credit Union
Dimon and Bacorn
Empower Federal Credit Union
F.M. Howell
First Heritage Credit Union
Gannon Associates Insurance
Gough Holding Corporation
Hilliard Corporation
John H. Cook Painting
Kennedy Valve
Mengel Metzger Barr & Co
Mustico Financial Group
Perry & Carroll Inc.
Saratoga Eagle
Southern Tier Custom Fabricators
Swan Morss Insurance/Part of the Dunn Group
Valicenti Advisory Services Inc.
Visions Federal Credit Union
Williams Construction