

2023 Year in Review



*BID Priorities, Goals, and Accomplishments as
set by the Board of Directors and Members*



**Maintenance
& Beautification**

Grants
Capital Improvements

Safety & Security
Marketing & Events

**Business, Community
& Government Relations**

2023 BID Board of Directors

David Colombo- Colombo's Cafe, President
Stanley Hodkinson- Cape Cod Five, Treasurer
Pat Smith- Smith Family Popcorn
Richard Penn- Puritan Cape Cod
Ranu Mehta- Port Cargo
Rob Brennan- CapeBuilt Development
Bill Scotti- Axial Financial Group
Caroline McKeon- Allium
Paulo Paraguay-Kandy Korner/Palio's Pizzeria

Betsy Young- SoHo Arts Company, Vice President
Mark Sexton- Clerk
David Lawler- Law Office of David V. Lawler
Aaron Webb- The Daily Paper
Jen Villa- The West End
Lynn Mitchell- Mrs. Mitchell's Gifts
Paul Marble- Sturgis Charter Public School
Bruce Prescott- Zoe & Co., Professional Bra Fitters
Dhaval Prajapati- Comfort Inn

BID Priorities

1. SAFETY & SECURITY

This continues to be a top priority for the BID. In 2023, the BID supported CSO staff and new Sergeant Mark Butler, especially focused on efforts to move along trespassing groups. We communicated with the police on a weekly basis to stay on top of any safety concerns. We removed graffiti and trash regularly. We continued to communicate to our members about calling police consistently and utilizing “no trespassing” signage.



2. MAINTENANCE & BEAUTIFICATION

- Daily Clean Team
- Gardens Expanded
- 3x Weekly Plant Watering
- Trash Cans Cleaned
- Alley Cleanups
- Graffiti Cleanups
- Homeless Setups Removed
- Added 50 new planters



CAPITAL IMPROVEMENTS

- We expanded our Pollinator Pathway in 2023, enhancing our eco-friendly and sustainable Main Street, with native plant species supporting pollinators on Cape Cod
- Advocating for streetscape improvement plans
- Added holiday lighting including lit sails and sailboat at the top of the Village Green

BID Priorities

3. MARKETING & EVENTS

2023 was a big year for events on Hyannis Main Street, bringing back our signature Long Table with our new First Fridays event series, and our two day holiday event, Hyannis Holiday!

Hyannis Open Streets | Long Table | First Fridays | Cape Cod Hydrangea Festival
Fourth of July | Halloween Safe Trick or Treat | Movies on Main | *TWO DAY* Hyannis Holiday



We also hosted and supported weekly events on Main Street and the Village Green from June- September, including:

Movies on the Green | Tai Chi | Ukulele Club | African Drumming Class | Zumba

We are grateful to have collaborated with many groups on events this year, including the Greater Hyannis Chamber of Commerce, the Cape Cod Chamber of Commerce, Love Live Local, the Greater Hyannis Civic Association, Arts Barnstable, Cape Cod Melody Tent, and more. We were board members and partners for Hyannis Open Streets and the Hyannis Film Festival.

We kept everyone informed through our monthly email newsletter, regular email blasts, the BID website, and our social media. We continue to build a catalog of Main Street photography, utilizing these photographs to help grow our Facebook and Instagram profiles.



BID Priorities

4. BUSINESS, COMMUNITY & GOVERNMENT RELATIONS

- Involvement with TDI (Transformative Development Initiative) Downtown Hyannis Action Strategy Plan with Mass Development and the Town of Barnstable
- Monthly meetings with other BIDs throughout Massachusetts
- Assisted new businesses in opening on Main Street, ex. sign issues, regulatory process, ribbon cuttings
- Advocating for the Downtown Hyannis Zoning Revision to allow for smart growth in downtown Hyannis
- Facilitated grant funds for 45 Main Street businesses- Façade Improvement Initiative and Local Business Boost Program



5. GRANTS

The BID also oversees the Downtown Hyannis Community Development Corporation, a 501 (c) 3 branch of the BID. Through both the BID and DHCDC, we utilized over \$198,000 in grant money in 2023, including:

- \$50,000 with Love Live Local, Cape Cod Foundation, Cape Cod Commission, State of Massachusetts, Executive Office of Housing and Economic Development (EOHED), Cape Cod Chamber of Commerce, and TDI, for Local Business Boost Program
- \$24,000 for lights at the Center Street Intersection
- \$15,000 for Clean Team- year round daily cleaning on Main Street
- \$10,000 from the Cape Cod Melody Tent for First Fridays Musical Programming
- \$20,000 from the Town of Barnstable for holiday lights including sails a sailboat, wreaths and holiday decor
- \$12,000 from TDI for events
- \$2,500 from Mass Cultural Council for events

2023 BID Renewal



2024 is the 25th year of the Hyannis Main Street BID! Our renewal last year was an unanimous vote. Thank you all for participating and believing in YOUR downtown. A place you worked in high school, enjoyed the nightlife with buddies, went on dates, attended fun holiday events, concerts, favorite shops and restaurants- your children and grandchildren will also be a part of this exciting year round community.

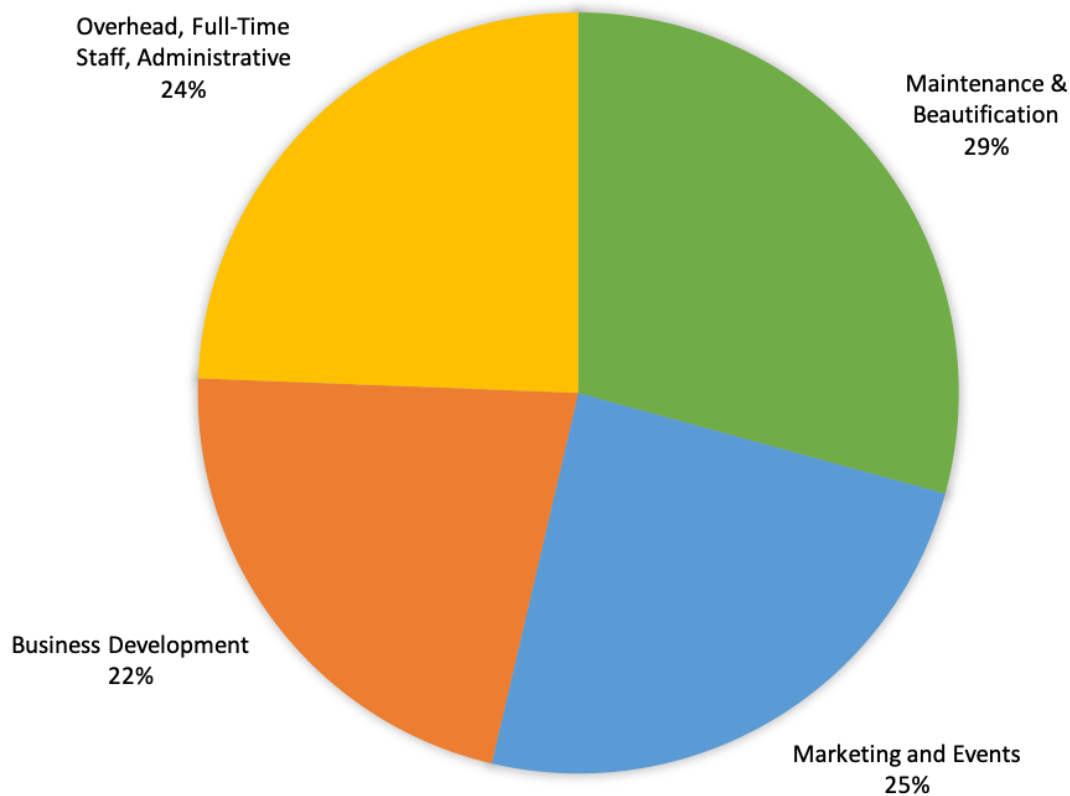
Since the mall and having throughway traffic in the 1970's, Main Street has worked hard to build our reputation back as the community gathering space and commercial hub of Cape Cod. We saw record numbers at all of our events this year, including the legendary Long Table and Hyannis Holiday. These must-attend events showcase on both sophisticated and family-friendly levels, this is the place to be.

With over one million people visiting Main Street last year, an increase over the last three years, our downtown has become home to more and more year round activity! This is key for jobs, the cornerstone of a healthy community, and ensures a viable future for the next generation to live, work, and enjoy being the fabric of our wonderful Cape Cod.



A Snapshot of 2023 Expenditures

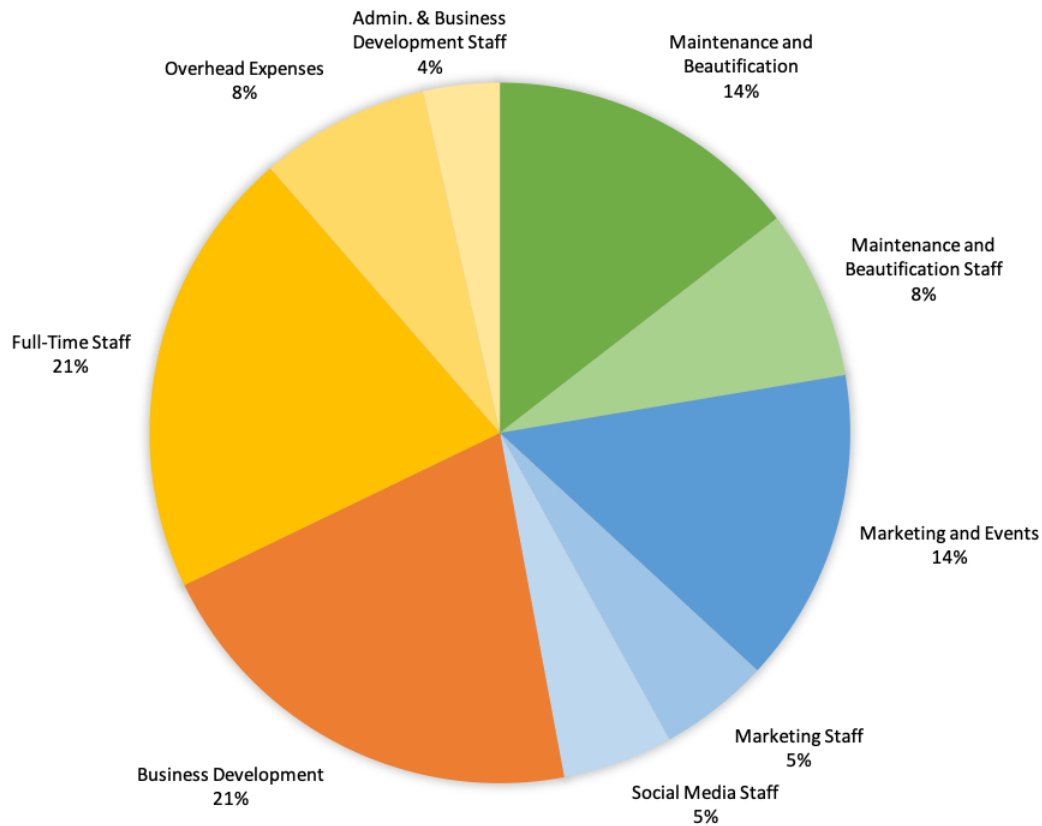
2023 BID and DHCDC Total Expenditures



**Representing \$485,000 in total spending in 2023*

25% of total spending was funded by grants awarded to the BID and the Downtown Hyannis Community Development Corporation

2023 BID Expenditures



**Representing \$255,500 in total spending in 2023*

25% of spending was funded by grants awarded to the BID

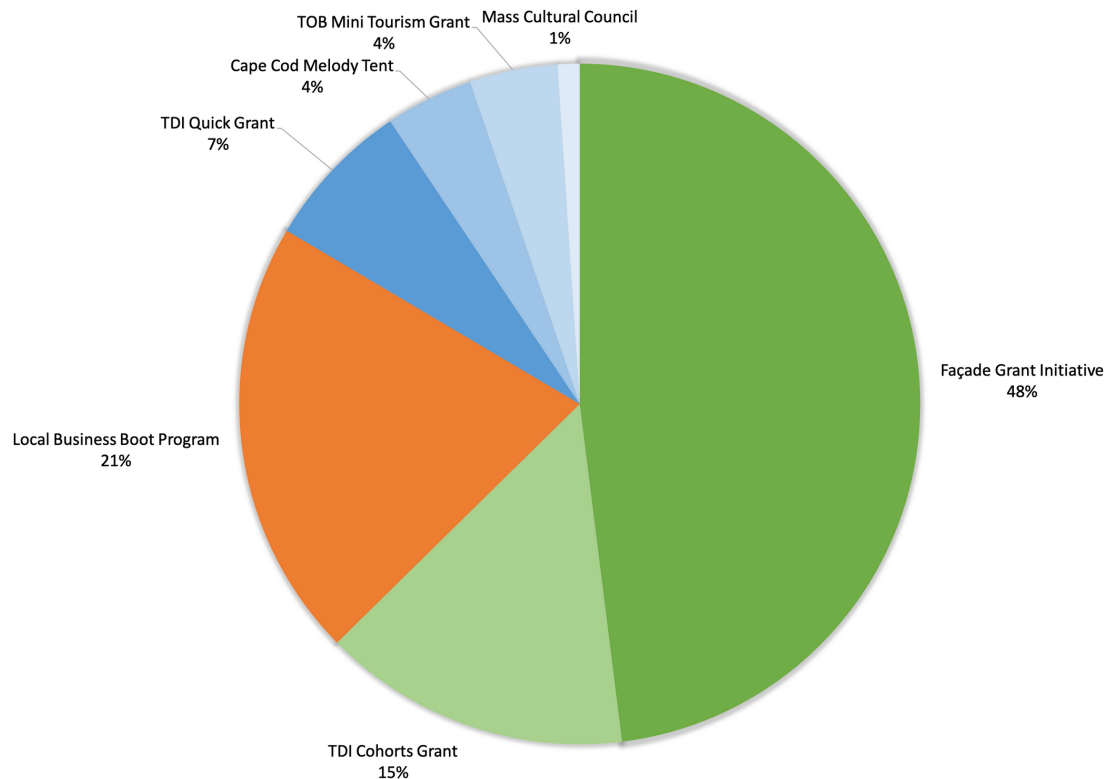
Maintenance and Beautification spending includes planters, plants, Clean Team, as well as expenses related to graffiti removal, repairs, and homeless clean-ups.

Marketing and Events spending includes weekly and special events, digital and print ads, map printing and distribution, event sponsorship, as well as marketing and social media staff.

Business Development spending includes CDBG mini-grants for Main Street businesses, memberships, conferences, meetings, promotion, and financing.

Overhead and Administrative spending includes BID truck expenses, rent, office supplies and fixed administrative costs.

2023 Downtown Hyannis Community Development Corporation (DHCDC) Expenditures



**Representing \$229,500 in total spending in 2023*

The BID oversees the Downtown Hyannis Community Development Corporation, a 501(c)(3) non-profit that receives grant funding to support initiatives benefitting Hyannis Main Street.

Façade Grant Initiative- 21 Main Street businesses were awarded grants to enhance their exteriors.

TDI Cohorts Grant- Bandstand improvements and lighting additions to the street.

Local Business Boost Program- Partnered with Love Live Local, with grants from the Cape Cod Foundation, Cape Cod Commission, State of Massachusetts, EOHED, and TDI to provide Hyannis Main Street businesses with technical assistance mini-grants. More will be coming in 2024.

TDI Quick Grant- Supporting our new First Fridays events

Cape Cod Melody Tent- Sponsoring local musicians on Main Street for events such as First Fridays and the Holiday Stroll

Town of Barnstable Mini Tourism Grant- Expanded Holiday Stroll programming

Mass Cultural Council- First Fridays and Long Table events

Looking Ahead

Working with our great partners: the Town of Barnstable, Love Live Local, Greater Hyannis Chamber of Commerce, Cape Cod Chamber of Commerce, Mass Development TDI, OHECD, State of Massachusetts, and MOBD.

- » *Advocating for Jeff Speck's vision for "Great Streets" Two-Way Main Street, intersections, parking lots, redesign of the Village Green
- » Championing **Housing** and density in the downtown, a best practice for a vital year-round economy, hundreds of units on the way
- » \$115,000 in funding to continue **Façade Grant Program**
- » Launching new **Retail Recruitment Brochure**
- » Continuing our successful Long Table and Sip & Shop events
- » Participating in the **Local Business Boost Program Grant**, funding small business improvement
- » **Public Art**, East End improvements, and lighting improvements



GAMECHANGER!

*** How a Two-Way Main Street Is Transforming Downtown Hackensack**

Main Street in downtown Hackensack is amid a revitalization, and people across New Jersey are taking notice.

Since implementing a new two-way driving pattern on Main Street, shoppers and retailers alike are noticing — and benefitting from — the uptick in foot traffic from residents and visitors alike.

"Simply put, a one-way street doesn't belong in a downtown," said Chris Bernardo, president and CEO of Commercial District Services, which provides management and administrative support to The Sack Business Alliance, a Special Improvement District (SID). "The two-way conversion has created a more walkable, more interesting, and more traditional downtown area."



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Downtown Hyannis Community Development Corporation

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