

# 2024 ANNUAL REPORT



**DISCOVER  
DOWNTOWN  
FRANKLIN**

Fun. Fresh. Familiar.






Discover Downtown Franklin staff attend the National Main Street Conference in Birmingham, Alabama.



**2024 was an incredible year for Discover Downtown Franklin!** It was the first full year for both of us - and we learned so much. 2024 kicked off with Love Local and our new monthly program, First Fridays. Following that was a once-in-a-lifetime solar eclipse, Strawberries on the Square, and many other exciting events. In 2024 our events brought over 80,000 visitors to downtown, we increased Farmers Market attendance by 66%, our social media reach increased by 120%, and our budget increased by over \$100,000! We have more big plans for the future and would love for you to be a part of them.

Thank you,

  
Danny Causey  
Executive Director

  
Jen Weltich  
Assistant Director

## WHAT'S MAIN STREET?

DDF is one of only 16 Nationally Accredited Main Street groups in Indiana. Main Street America, founded in 1980, leads a collaborative movement with partners and grassroots leaders that advances shared prosperity, creates resilient economies, and improves quality of life through place-based economic development and community preservation in downtowns and neighborhood commercial districts across the country. **We are proud to be a part of the Main Street movement!**



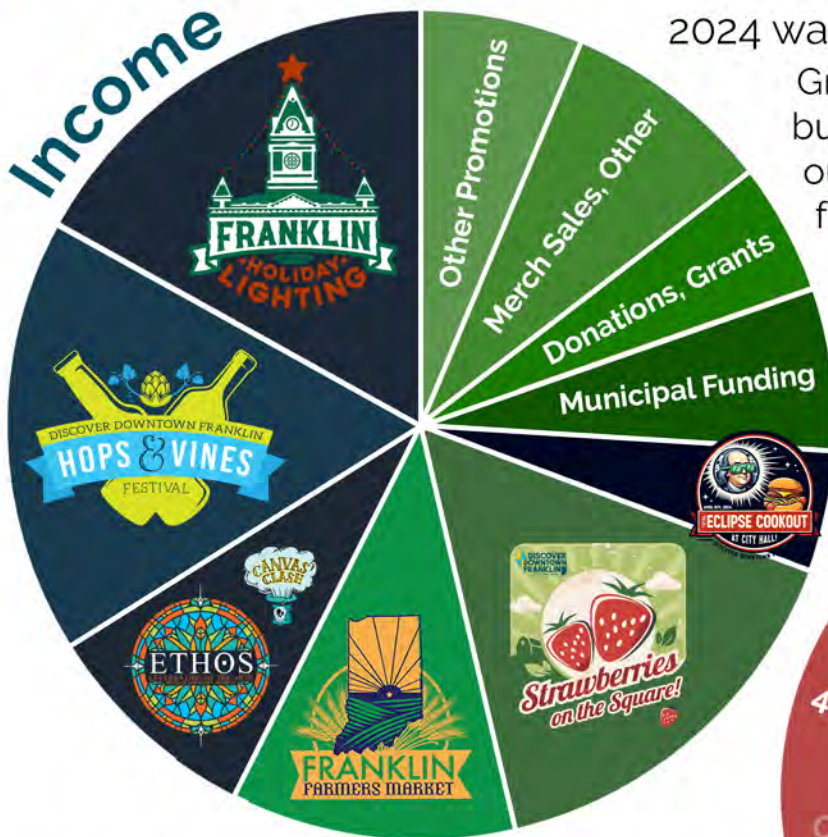
2024 brought big changes for the 'DDF' brand. We created a new logo with color palettes that compliment the National & State Main Street colors. We ordered new promotional tents, signs, merch, and a branded wrap was installed on our trailer!





# FINANCIAL SUMMARY

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2024 was a year of **GROWTH**.

Growth regarding income, but also expenses. In 2025 our goal is to increase the fundraising, sponsorship, and donation efforts that create economic and placemaking community **IMPACT!**



**Holiday Lighting Fund:** DDF raises \$40,000 each year to fund the annual downtown holiday lighting installation.

## CREATING IMPACT

- **Over 80,000 visitors** brought to Downtown Franklin through our 2024 events & promotions
- **1.2 MILLION** views on Facebook and Instagram with a reach of over **400,000 users** total. **Our message is being HEARD!**
- **36,600 visitors** at the Franklin Farmers Market
- **2,600 volunteer hours** across 42 event days

**MAIN STREET = COMMUNITY!**  
**MAIN STREET = ECONOMIC DEVELOPMENT!**







## Total Eclipse Cookout at City Hall

Monday, April 8th, 2024

DDF embraced this once-in-a-lifetime event by hosting a community cookout in front of City Hall. We met people from all over the nation and world who, for one day, called Franklin home.

Main Event Sponsor: Johnson Memorial Health



## Strawberries on the Square

Friday, May 24th, 2024

Our beloved summer kickoff event was back on the courthouse square this year! DDF volunteers served over 6,000 strawberry shortcakes while our community listened to live music and basked in the summer sun.

Main Event Sponsor: Fletcher Chrysler Dodge Jeep Ram



Photo: Tim Gallan



Photo: Tim Gallan

Jayne Rhoades, Farmers Market Day Manager



Discover Downtown Franklin Farmers Market presents:  
**Biz Kidz Day!**  
Ages 7-14  
**TODAY!**  
Be sure to visit all the enterprising young entrepreneurs on either side of the amphitheater stage!



### Franklin Farmers Market

16 Saturdays, June 1 - September 14  
We grew the Franklin Farmers Market by 66% this year, bringing 36,600 visitors to our downtown across 16 summer Saturdays. From initiating our first Biz Kidz day to winning second place in the statewide 'Indiana's Ultimate Farmers Market' contest, our market rocks!

Main Event Sponsor: Duke Energy







Photo: Tim Gallan

## Canvas Clash

Friday, June 21st, 2024

Dozens of contestants rolled up their sleeves to complete in a madcap, timed live-art contest while attendees cheered them on (and voted with dollars). This high-energy event was the kickoff to Ethos Celebration of the Arts. This event is a partnership with the Franklin Department of Public Art.

Main Event Sponsor: Hoffmann & Newcomb Law



Photo: Tim Gallan



## Ethos Celebration of the Arts

Saturday, June 22nd, 2024

Over 65 artists from across the country brought their creations to Ethos to display and sell at our premier, juried art show. This year's event honored a late local artist by unveiling the new Raymond F. Turner Best in Show Award. This event is a partnership with the Franklin Indiana Public Art Advisory Commission.

Main Event Sponsor: Franklin Jewelers



Turner family & B.I.S. Winner





Photo: Tim Gallan



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## Hops & Vines Festival

Saturday, August 10th, 2024

Franklin's premier beer and wine festival did not disappoint in 2024! Over **6,000 patrons** enjoyed Toy Factory's funky tunes while drinking beer and wine from 13 Indiana-based vendors! This event was a partnership with Franklin Parks and Recreation.

Main Event Sponsor: CroadRoad Engineers, P.C.



## Holiday Lighting & Winter Market

Saturday, December 7th, 2024

We turned Downtown Franklin into a winter wonderland by fundraising for and lighting the entire courthouse square and beyond while our Winter Market allowed patrons to scratch their holiday shopping itch. This partnership between Franklin Parks and the Franklin Chamber drew over **13,000 visitors** to downtown!

Main Event Sponsor: Fletcher Chrysler Dodge Jeep Ram







## First Fridays - Open Late!

First Friday of every month, 5 - 8 p.m.  
 Following the recommendation of international expert Roger Brooks of how to stimulate our local economy, DDF started a monthly late-night shopping event with free live music, prizes, themes, and more!

Sponsored by Festival Country Indiana and the Franklin Development Corporation



## Love Local Franklin

February 9-18, 2024  
 2024 was our biggest Love Local event yet with an **local economic impact of over \$80,000!** This shopping event helps our local businesses during a traditionally slow winter month.



## Vintage & Handmade Festivals

Saturday, April 27 & Saturday, October 5  
 The 2024 Spring & Fall Vintage & Handmade Festivals drew **over 8,000 visitors** to Downtown! Two locations with 100+ vendors plus Franklin's fabulous downtown shops makes these 2 Saturdays a shoppers dream!

A partnership with local vintage business leaders





## Porchtober

Discover Downtown Franklin partnered with the Creative Council of Franklin and Crossroad Promotions to celebrate community with these fan-favorite live-music events held on local porches!

▶▶▶ Grand prize winner Kara H.



## Downtown Franklin Holiday Open House

November 8th, 9th, & 10th, 2024

This weekend-long shopping event kicked off the holiday season for our downtown shops. Shoppers came in droves and ultimately submitted over 900 "passport" entries for chances to win 11 local gift-card prize packages (each passport = at least 10 businesses visited).

A Partnership with Middle Davids Candles







Former First Lady of Indiana, Judy O'Bannon, at the Corydon Community Exchange

Past Forward Conference



Indiana Creative Convergence

**Professional Development**

Discover Downtown Franklin and our partners are regularly investing in our staff and board to bring new and exciting ideas back to Franklin.

- Professional development included:
- State Main Street Conference
  - National Main Street Conference
  - Indiana Creative Convergence
  - Multiple Community Exchanges
  - 6 Johnson County Community Foundation Elevate Impact classes



National Main Street Conference - Birmingham, Alabama





# THANK YOU 2024 SPONSORS!

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## MAIN EVENT LEVEL SPONSORS



## GOLD LEVEL SPONSORS



## SILVER LEVEL SPONSORS



## BRONZE LEVEL SPONSORS

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JOHNSON MEMORIAL HEALTH  
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LEUGERS INSURANCE GROUP

MNM CONSTRUCTION  
MODERN WOODMEN  
FRATERNAL FINANCIAL  
NSK PRECISION AMERICA  
SWEAT SHOP  
TRI KAPPA FRANKLIN  
VAUGHT FAMILY EYE CARE





# 2024 BOARD



## Board of Directors & Staff

Front: Robin Betts  
Stephanie Northern  
Courtney Bohling  
Carolyn Williams  
Jen Weltich, Staff

Mid: Danny Causey, Staff  
Stephanie Marten, Treasurer  
Toni Breeden, Secretary  
Emily Olibo, Vice President  
Dana Monson, President  
Rosie Chambers  
Krista Linke  
Taylor Tyndall

Back: Joe Kelly  
Joshua Shanafelt  
Chris Rynerson

Not Pictured:  
Glenn Faris  
Jayne Rhoades



Discover Downtown Franklin is a 501(c)3 nonprofit organization and is a nationally accredited Main Street Program.

Our Mission: Connecting people to our downtown community.

Our Vision: To nurture a space where business, history and culture can flourish.

Our Motto: Keep Franklin Fun, Fresh, & Familiar

120 E. Jefferson Street  
Franklin, IN 46131  
463-222-2007

[www.DiscoverDowntownFranklin.com](http://www.DiscoverDowntownFranklin.com)

Office hours vary - please call to schedule an appointment.

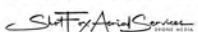


**Olivia Alvey**  
2024 Intern (Franklin College)

All event crowd numbers from Placer.ai software courtesy of:



Cover photo provided by:



*You're still reading the fine print? Wow! Thank you! Please let us know if you would like to get more involved with Discover Downtown Franklin. - Danny & Jen*