

THIBODAUX MAIN STREET, INC.



2020
ANNUAL REPORT



DIRECTOR'S STATEMENT



In challenging times, we're faced with the decision of "fight or flight": react or retreat. 2020 certainly presented us with our fair share of challenges and while these could have been opportunities for defeat, Downtown Thibodaux saw them as opportunities for growth - we chose to fight. What was supposed to be a year of strategic planning and board development for our organization, quickly turned into providing direct support to and promotion of our small businesses.

I'm immensely proud of the rapid response to the pandemic by our downtown businesses and applaud their hustle to continue serving our community in a safe way. Their ability to adapt to store-front closures and navigate the restrictions placed upon them is nothing short of inspirational and a testament to the resiliency and tenacity of small business owners.

Let's not forget one of the most crucial facets to the success of downtown: our community. Without your support, patience, and commitment to investing locally, our businesses wouldn't be where they are today. You've embraced the changes and flowed through the challenges right along with us and for that we are grateful. While many uncertainties and challenges lie ahead, I have faith that our community will continue to unite, providing support when and where it's needed, and will celebrate many successes along the way. Thank you for sticking with us through the tough times: we look forward to enjoying better days ahead - together - in 2021!

Danielle Stein

DANIELLE STEIN
Executive Director

BOARD OF DIRECTORS

Jenny Aucoin

President

Jeffery Leuenberger

Vice President

Adam Lefort

Secretary

Brie Robichaux

Treasurer

Annette Fontana, *Ex-Officio*

Michael Gros, *Ex-Officio*

Heather Hendrix

Tammy Ledet

Grant Ordoyne

Mark Osborne

Renee Talbot

STAFF

Danielle Stein

Executive Director

MISSION STATEMENT

Thibodaux Main Street, Inc. is a non-profit corporation dedicated to the revitalization & promotion of Historic Downtown Thibodaux. We are a designated Louisiana Main Street community & a Main Street America accredited program. Thibodaux Main Street, Inc. capitalizes on the unique character of our historic downtown district with the goal of transforming it into the cultural, social, professional, & retail center of our city...in essence, the hub of community life.

COVID-19 RESPONSE

THIBODAUX MAIN STREET

Our priority in 2020 was the safety and well-being of our community and small businesses. We increased our efforts to promote our small businesses, connect them to resources, and inform the community on how to continue to support Downtown Thibodaux in a safe manner.



INCREASED
SOCIAL MEDIA
PRESENCE



WEEKLY
BUSINESS
UPDATES



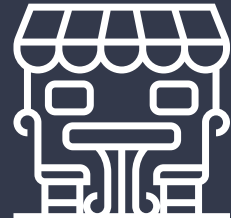
CONNECTED
BUSINESSES
WITH
RESOURCES



AWARDED
GRANT FOR
\$1,330



SECURED
DONATION OF
FACE MASKS



INSTALLATION
OF PARKLETS

COVID-19 RESPONSE

INCREASED SOCIAL MEDIA PRESENCE

Promoted efforts of businesses to comply with safety guidelines & restrictions

WEEKLY BUSINESS UPDATES

Posted weekly business updates to social media & website from March 17-June 29 showing status of retailers, restaurants, government offices, temporary closures, & how to purchase gift cards

CONNECTED BUSINESSES WITH RESOURCES

Connected businesses to grant opportunities, webinars, & provided updates from state & local leaders

AWARDED GRANT FOR \$1,330

Awarded grant from Louisiana Main Street to provide support to our small businesses. Funds were used to purchase sanitizing wipes & advertisement to promote downtown.

SECURED DONATION OF FACE MASKS

Received donation of face masks from Lt. Governor Billy Nungesser's Office

INSTALLATION OF PARKLETS

Converted parking spaces into "parklets" to increase restaurant seating capacity



COVID-19 RESPONSE

DOWNTOWN BUSINESSES

Our downtown businesses responded flawlessly to the rapidly changing environment when government-mandated closures and restrictions changed the course of daily business. Curbside pick up, local deliveries, face masks, and online sales quickly became the new way of conducting business.



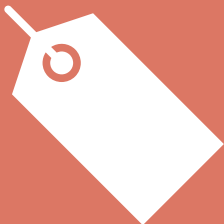
EXPANDED &
DEVELOPED
E-COMMERCE



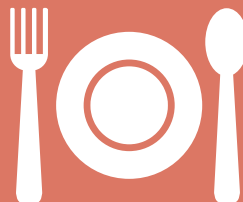
CURBSIDE
PICK UP



COMMUNITY
SUPPORT



RETAIL
SOLUTIONS



RESTAURANT
SOLUTIONS



INCREASED
SAFETY
MEASURES

COVID-19 RESPONSE

EXPANDED & DEVELOPED E-COMMERCE

Offered online shopping options through social media & websites, free local deliveries, & virtual classes

CURBSIDE PICK UP

Offered curbside pick up with designated parking spots

COMMUNITY SUPPORT

"Front Steps Project" photos, restaurants & retailers provided meals to frontline workers & discounts for first responders & teachers

RETAIL SOLUTIONS

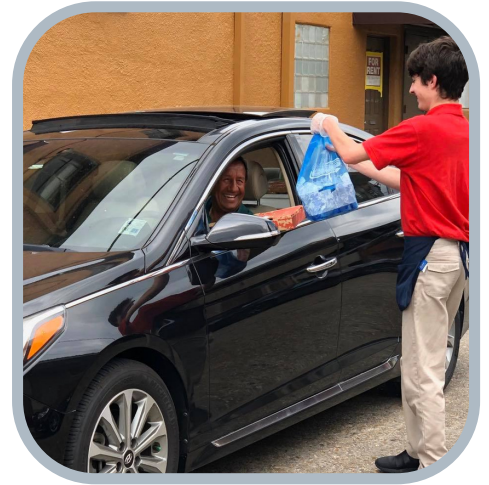
Offered activities for kids & families, VIP shopping, pandemic-related merchandise

RESTAURANT SOLUTIONS

Offered pick up of family style meals, essential grocery items, & partnered with other downtown businesses for food & activity kits for families

INCREASED SAFETY MEASURES

Regular sanitization, face masks, & decreased indoor capacity to comply with safety guidelines



2020 TIMELINE

JANUARY

- **South Coast Baby Co. turns 2!**
- TMS attends quarterly conference in Ruston, LA

MARCH

- Governor issues statewide proclamation halting gatherings of 250+ people until April 13
- Arts Walk canceled
- Businesses announce closures, switch to virtual, curbside pick up, delivery options

MAY

- Businesses begin reopening to the public

FEBRUARY

- TMS announces \$55k Historic Revitalization Sub-grant Program through NPS & LMS
- Retailers host annual "Sidewalk Sale"

APRIL

- The Purple Penguin Art Co. & Peppers Pizzeria partner for "Paint & Pizza Packs"
- Spahr's Downtown offers essential grocery item pick up
- South Coast Baby Co. offers "boredom bags"
- Laura Sanders named LLA Public Library Director of the Year

JUNE

- TMS announces Restoration Incentive Grant
- **Parklets installed to increase restaurant seating capacity**
- TMS announces annual accreditation from Main Street America



2020 TIMELINE

JULY

- **Rene's Bar announced as 2020 Christmas ornament - record sales!**

SEPTEMBER

- Louisiana enters Phase 3
- Hurricane Sally
- **Fall Arts Walk - huge success!**

NOVEMBER

- **Dear Boutique turns 4!**
- TMS receives donation from Peppers Pizzeria fundraiser
- **LUCO Boutique turns 1!**
- **Purple Penguin Art Co. turns 9!**
- Thibodeauxville Fall Festival hosts virtual duck race

AUGUST

- Hurricanes Laura & Marco
- **Weeping Willow Café & Bakery under new management**

OCTOBER

- Bayou Feast promotes local restaurants
- Record voter turnout for early voting
- Hurricane Zeta
- Downtown businesses host Monsters on Main

DECEMBER

- Downtown featured on Louisiana's Cajun Bayou monthly blog
- Thibodaux Chamber of Commerce announces Purple Penguin Art Co as "Small Business of the Year" and Randy Barrios as "Chamber Community Champion"
- TMS announces award of Restoration Incentive Grant to downtown property owners



STATE OF DOWNTOWN

Downtown By the Numbers



- \$10K** grant dollars awarded for historic building restoration
- 120** virtual meetings attended
- 101** buildings
- 30** blocks
- 25.5** acres
- 24** retail/specialty shop/service
- 10** buildings on the National Register of Historic Places
- 10** government offices
- 5** restaurants
- 4** non-profits
- 2** new businesses opened
- 0** businesses permanently closed

Social Connection



6,135
Facebook Followers



1,373
Instagram Followers



62.84%
Increase in reach

Read All About It



Downtown Thibodaux featured in articles in:

- Reader's Digest
- USA Today 10 Best
- Travel Awaits

Survey Says...

A few results from our 2019 Community Transformation Strategy survey:

Most in-demand businesses:

- Bookstore
- Pub/restaurant
- Entertainment
- Brewery

What time of day do you do most of your shopping?

- 35% - 1-5 PM
- 13% - 11 AM-1 PM
- 34% - After 5 PM
- 3% - 7-9 AM
- 15% - 9-11 AM

Which day of the week do you most frequently shop?

- 49% - Saturday
- 6% - Monday
- 22% - Sunday
- 4% - Sunday
- 9% - Thursday
- 3% - Tuesday
- 7% - Wednesday

3 words that best describe Downtown Thibodaux:

- Quaint
- Historic
- Potential

Ideal downtown of the future:

"A place of beautiful historic manicured streets flanked with options of entertainment, shops, & eateries."

"I would like to see a colorful, booming downtown filled with weekly events with lights in the streets, the sound of music, the aroma of food, and everyone enjoying the area."

KEEP UP WITH US IN 2021!



@Thibmainstreet



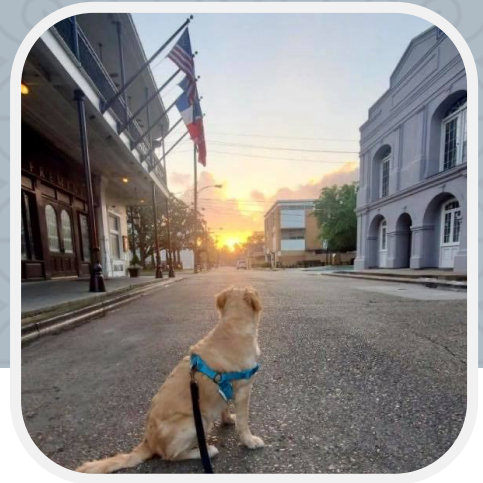
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THANK YOU TO OUR 2020 SPONSORS & DONORS!

- City of Thibodaux
- Dugas Law Firm
- Entergy
- John Deere Thibodaux
- Kristine Russell, Lafourche Parish District Attorney
- Last Call
- Louisiana Main Street
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- Morvant & Cavell, A Professional Law Corp.
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