

JANUARY 2020

# 2019 Annual Report



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# Mission Statement

Thibodaux Main Street, Inc. is a non-profit corporation dedicated to the revitalization and promotion of Historic Downtown Thibodaux. We are affiliated with both Louisiana Main Street and the National Trust for Historic Preservation's National Main Street Center and we follow the tenants of the state and local programs. 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 and retail center of our city...in essence, the hub of the community life.



## Board of Directors

Jenny Aucoin - President

Jeffery Leuenberger - Vice President

Adam Lefort - Secretary

Brie Robichaux - Treasurer

Rhonda Dempster

Sara Lindley

Annette Fontana

Grant Ordoyne

Michael Gros

Mark Osborne

Heather Hendrix

Renee Talbot

Tammy Ledet

Anh Tran

## Staff

Danielle Stein - Executive Director



# Timeline

## FEBRUARY

- TMS receives Burger-of-the Month donation from Alumni Grill, sponsored by Spahr's Downtown Thibodaux
- Retailers host annual "Sidewalk Sale" and Valentine's Day VINGO!

## APRIL

- TMS receives National Main Street Center accreditation
- Thibodaux voted as 2nd "Best Small Town Food Scene" in America
- Bayou Gives Day

## JUNE

- Community Transformation Strategy Workshop conducted by Main Street America & Louisiana Main Street
- Johnny's Men's Shop announced as 2019 Christmas ornament
- TMS attends the Manning Passing Academy Welcome Reception
- Boogie on the Bayou featuring "Forgetting Last Friday"

## JANUARY

- Thibodaux Main Street (TMS) attends Main Street University in Franklin, LA
- **South Coast Baby Co. turns 1!**

## MARCH

- Nicholls State University SGA "Push/Pull for the Colonels" door clings installed at downtown businesses
- Spring Arts Walk
- 2nd Annual Friends of Bayou Lafourche St. Patrick's Day on the Bayou
- TMS attends National Main Street Conference in Seattle, WA
- Dear Boutique installs 'Little Free Library'

## MAY

- TMS attends Louisiana's National Trust for Historic Preservation annual conference in Baton Rouge
- 3rd Annual Fraternal Order of Police Lodge #52 Mud Bug Boil-Off
- NSU Mass Communications students develop PR campaigns for TMS
- Louisiana Main Street Restoration Grant announced
- TMS receives Main Street Now Conference scholarship for \$1,266



# Timeline

## AUGUST

- TMS receives donation from Fraternal Order of Police Lodge #52 Mud Bug Boil-Off
- **The Bridal Corner, Inc. under new ownership**
- Began posting weekly calendar of events to social media and website

## OCTOBER

- 2nd Annual Monsters on Main
- TMS reaches 5,000 followers on Facebook
- Planters installed on West 3rd Street through beautification dollars provided by the City of Thibodaux

## DECEMBER

- Christmas Fest & Parade
- Map and business listings added to TMS website
- Retailers offer extended holiday shopping hours
- Christmas decorations contest

## JULY

- **Queeny's Boutique under new ownership**
- Executive Director attends Year 1 of the Community Development Institute at the University of Central Arkansas
- 409 Fitness & Yoga Studio moves to new location

## SEPTEMBER

- TMS attends Destination Downtown conference in Hammond, LA
- Partnership with City of Thibodaux, Thibodaux Chamber of Commerce, & Nicholls State University for WGNO's News with a Twist announced
- TMS installs benches at Fremin's Restaurant with help of the City of Thibodaux
- Fall Arts Walk partners with Nicholls State University for second annual "Colonels Corner"
- **Weeping Willow Cafe turns 8!**

## NOVEMBER

- TMS & Thibodaux Chamber of Commerce promote events at Rouses Grand Opening
- **LUCO Boutique Grand Opening**
- **Takerz Boxing Club, Inc. opens in downtown**
- Big Boy's Main Street Cook-Off
- Thibodeauxville Fall Festival
- Small Business Saturday



# Louisiana Main Street

Since 1984, Louisiana Main Street has helped over 40 communities with design, planning, staff training, and capacity building. The program began with 4 Main Street towns - Donaldsonville, Franklin, Hammond, and Houma - and today consists of 34 active programs. These programs serve communities of all sizes, from towns of under 500 people, to cities like New Orleans where there are 4 active urban main street programs.

Main Street America currently consists of two tiers: Affiliate and Accredited. Affiliate programs are organizations that have demonstrated commitment to comprehensive community revitalization. This level of membership allows communities that are interested in learning about the Main Street model to access the national network's resources, and it allows those organizations that do not yet have the capacity for full designation to begin their revitalization efforts. A Main Street American Accredited program signifies a commitment to comprehensive revitalization, community engagement, and rigorous outcome measurement. This tier describes communities who have fully implemented a Main Street program and meet all 10 criteria of achievement as established by the National Main Street Center. Accreditation standards are slightly more rigorous, requiring an active board of directors, committees, an operating budget, and a program manager. Louisiana Main Street currently has 18 Accredited programs and 16 Affiliate programs.

- |                      |               |                  |                    |
|----------------------|---------------|------------------|--------------------|
| ● Abbeville          | ● Franklin    | ● Natchitoches   | ● Ruston           |
| ● Bastrop            | ● Hammond     | ● New Iberia     | ● St. Francisville |
| ● Broad Street       | ● Homer       | ● New Roads      | ● St. Martinville  |
| ● Columbia           | ● Houma       | ● North Rampart  | ● Slidell          |
| ● Crowley            | ● Leesville   | ● Old Algiers    | ● Springhill       |
| ● Denham Springs     | ● Kenner      | ● Opelousas      | ● Thibodaux        |
| ● DeRidder           | ● Minden      | ● OC Haley Blvd. | ● Winnsboro        |
| ● Donaldsonville     | ● Monroe      | ● Plaquemine     |                    |
| ● Eunice Main Street | ● Morgan City | ● Ponchatoula    |                    |

● Accredited Main Street Program

● Affiliated Main Street Program



# Louisiana Main Street

In its first 34 years, Louisiana Main Street communities have seen:

- \$931 million in Total Investment
- \$553 million in Private Investment
- \$460.5 million in New Construction and Rehabilitation
- Over 9,000 Net New Jobs
- Over 1,900 Net New Businesses
- Over 150,000 Volunteers since 2004

Private sector investment has generated an average of 119 direct jobs and 98 indirect jobs **each year** for the last 30 years. These jobs have meant an average of \$7 million in income from direct jobs and \$2.4 million from indirect jobs **each year**.

Louisiana Main Street is cost effective economic development, costing \$1,632 per net new job or \$5,802 per net new business.

Since 1995, a typical Louisiana Main Street community saw the following each year:

- 2.8 Net New Businesses
- 11.8 Net New Jobs
- \$517,890 in Public Investment
- \$860,367 in Private Investment
- 338 volunteers



# Events

## ARTS WALK

Arts Walk invites the community to stroll the streets and visit our retailers and restaurants as we showcase local talented artists in Historic Downtown Thibodaux. The second annual "Colonels Corner" at Fremin's Restaurant for the Fall Arts Walk featured the talent of Nicholls State University art students while the Purple Penguin Art Co. offered art projects for students sponsored by the university.



## ST. PATRICK'S DAY ON THE BAYOU

Friends of Bayou Lafourche hosted the 2nd Annual St. Patrick's Day on the Bayou along the downtown banks of Bayou Lafourche. Live music, local food vendors, and boat races - including a cardboard boat race! - entertained guests at this fundraising event for the nonprofit organization.





## Events

### FRATERNAL ORDER OF POLICE LODGE #52 MUD BUG BOIL-OFF

The 3rd Annual Fraternal Order of Police Lodge #52 Mud Bug Boil-Off was a huge success! Over 14,000 pounds of boiled crawfish were served to record crowds that enjoyed the live auction and local bands. A generous portion of the proceeds are donated to Thibodaux Main Street and the Children's Advocacy Center.



### BOOGIE ON THE BAYOU

Boogie on the Bayou is a family-friendly outdoor concert held in Historic Downtown Thibodaux next to the Lafourche Parish Courthouse. Held the Friday night of the Manning Passing Academy, Boogie on the Bayou feeds the souls and appetites of locals and tourists with tasty eats and jammin' tunes.



# Events

## MONSTERS ON MAIN

The second annual Monsters on Main was a fun way for downtown businesses to give back to the community. Little monsters trick-or-treated with downtown merchants and participated in painting fun at the Purple Penguin Art Company.



## BIG BOY'S MAIN STREET COOK-OFF

The 2019 Big Boy's Main Street Cook-Off was our most profitable cook-off to date! 30+ teams served up delicious and unique dishes while WGNO's News with a Twist broadcasted live from Downtown Thibodaux. Nonc Nu and Da Wild Matous rounded out the night with live entertainment.



## Events

### THIBODEAUXVILLE FALL FESTIVAL

Gorgeous weather graced the Thibodauxville Fall Festival and drew the crowds out in droves. Live music on three stages combined with 100+ arts and crafts and food vendors, a kids' corner, and the famous "duck race" made this annual event a tremendous success. Bayou Signs Outdoor's mosaic billboard was a fun addition!



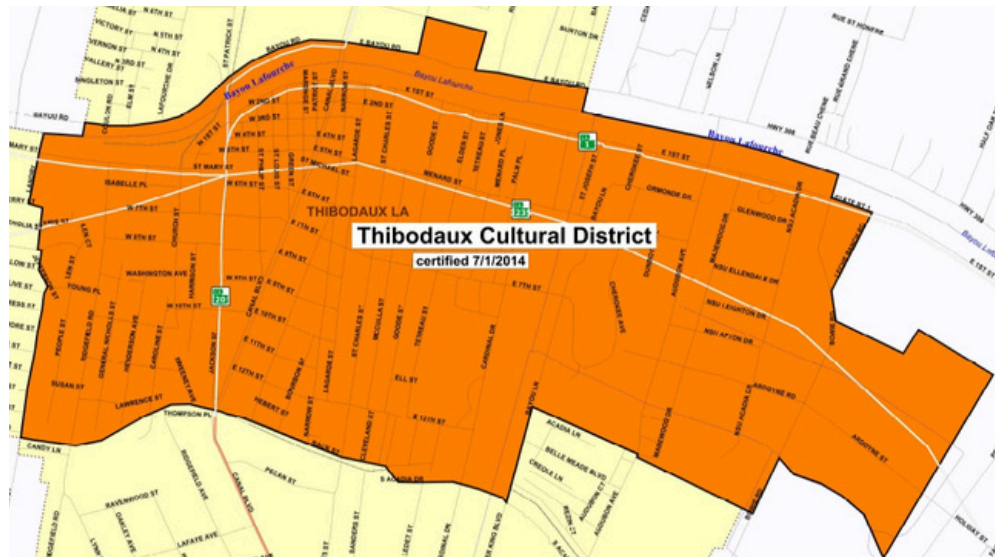
### CHRISTMAS FEST

Thibodaux City Hall served as the backdrop for the annual Christmas Fest sponsored by Thibodaux Main Street, the Thibodaux Chamber of Commerce, the City of Thibodaux and Thibodaux Family Church. Record crowds lined the route to see the many individuals, organizations, and schools that comprised the parade. Kids young and old enjoyed pictures with Santa and Mrs. Claus at City Hall following the parade.



# Cultural District

The Louisiana Cultural Districts Program was created by Act 298 of the 2007 Regular Session of the legislature. The primary goal of this initiative is to spark community revitalization based on cultural activity through tax incentives, technical assistance, and resources. The Office of the Lieutenant Governor and the Department of Culture, Recreation, and Tourism certified the Thibodaux Cultural District effective July 1, 2014.



Louisiana Cultural Districts Programs:

- Allows a local government to designate a Cultural District for the purpose of revitalizing a community by creating a hub of cultural activity.
- Allows income and corporate franchise tax credits for eligible expenses for rehabilitation of owner-occupied or revenue generating historic structures in a Cultural District.
- Provides an exemption from sales and use taxes for proceeds received from the sale of original, one-of-a-kind works of art from locations established within the Cultural District.
- Requires local governments who designate such districts to report on impact to their community annually.
- Requires CRT to collate reports received and submit a single report to the legislature biannually beginning in 2011.



# 2019 Sponsors

## Spring Arts Walk

Marla Abel for Judge	Bryan Fontenot for LA State Representative, District 55
The Purple Penguin Art Co.	Morvant & Cavell, A Professional Law Corp.
Marguerite C. Knight, Morgan Stanley	Reserve Telecommunications
Luci Sposito for Lafourche Parish President	Queeny's Boutique
Donovan Fremin for LA State Representative, District 55	Dear Boutique

## Boogie on the Bayou

Miller Lite	Morvant & Cavell, A Professional Law Corp.
City of Thibodaux	Craig Jacuzzo for Lafourche Parish Sheriff
Thibodaux Police Department	Reserve Telecommunications
Fraternal Order of Police Lodge #52	Todd Joffrion for Judge
Craig Webre for Lafourche Parish Sheriff	Marla Abel for Judge
Annette Fontana, Lafourche Parish Clerk of Court	Fremin's Restaurant
Kristine Russell, Lafourche Parish District Attorney	Synergy Bank
Bryan Fontenot for LA State Representative, District 55	

## Fall Arts Walk

The Purple Penguin Art Co.	Marguerite C. Knight, Morgan Stanley
Dugas Law Firm	Reserve Telecommunications
Marla Abel for Judge	Craig Webre for Lafourche Parish Sheriff



# 2019 Sponsors

## Big Boy's Main Street Cook-Off

Rouses Markets  
 City of Thibodaux  
 Thibodaux Police Department  
 Fraternal Order of Police Lodge #52  
 Miller Lite  
 Duplantis Design Group  
 Entergy  
 First American Bank & Trust  
 Bayou Signs Outdoor  
 Fremin's Restaurant  
 Red Goose Saloon  
 Shallow Water Equipment  
 The Center for Pediatric Therapy  
 Lagniappe 103.7 FM/KTIB 640 AM  
 Latter & Blum, Inc./Realtors - Thibodaux  
 Meyer Financial Group  
 Rox's Bar

Reserve Telecommunications  
 Soignet Orthodontics  
 McKnight Landscape Architects  
 The Norman Swanner "Big Boy" Fund, Inc.  
 Kristine Russell, Lafourche Parish District Attorney  
 John Deere Thibodaux  
 Pelican Waste & Debris  
 Bolton Equipment Services  
 Ortho LA  
 The Bridal Corner, Inc.  
 Pedestal Bank  
 Jones Insurance  
 AMO Title Services  
 Marla Abel for Judge  
 Morvant & Cavell, A Professional Law Corp.  
 Pepper's Pizzeria  
 Synergy Bank

# 2019 Donors

Fraternal Order of Police Lodge #52  
 Alumni Grill  
 Kathy Laplante  
 Renee Talbot

Rhonda Dempster  
 Joshua Falgoust  
 Grant Ordoyne  
 Eugene Gouaux III