



Ms Debbie Mann, City Manager
City of New Port Richey
5919 Main Street
New Port Richey, FL 34652

RE: New Port Richey Main Street
Quarterly Report 4th Quarter

Dear Ms. Manns,

New Port Richey Main Street is presenting for your consideration the Quarterly Report for the period of July, August and September 2016. We have included a narrative from each of the four points of the Main Street approach, the Profit & Loss Statement October 2015-September 2016, the monthly Profit & Loss Statements and the Balance Sheets from July, August & September 2016. Facebook stats are also included for August and monthly stats will be part of quarterly reports ongoing.

We are working toward fulfilling all four points of the National Main Street approach by embracing the Eight Guiding Principals; Comprehensive, Incremental, Self-Help, Partnerships, Identifying & Capitalizing on Existing Assets, Quality, Change, and Implementation.

We thank you for your continued support of New Port Richey Main Street, Inc. and are looking forward to a most successful 2017.

Sincerely,

KC Quaretti Director



Quarterly Report

July, August September 2106

Organization Committee:

ORGANIZATION-MEMBERSHIP & DEVELOPMENT

“Organization establishes consensus and cooperation by building partnerships among the various groups that have a stake in the commercial district.”

NPR Main Street is an Ex-Officio member of the West Pasco Chamber of Commerce Board of Directors and attends all board meetings keeping the Chamber updated on Main Street activities.

Main Street is also working with The Chamber for a Christmas Card Lighting and Christmas Tree Lighting Ceremony on December 2nd. We are also working with the Chamber on a Christmas Wreath Contest in the downtown area with the Chamber providing \$500 for prize money and Main Street hosting the contest.

NPR Main Street is working in conjunction with West Pasco Business Association for the River Lights Boat Parade Festival in Sims Park on December 2 & 3.

Main Street is also working closely with the Richey Suncoast Theatre to have the theatre participating in the Hollywood of the East Festival on November 5th.

Main Street outreach: two speaking engagements; the Holiday Rotary and the New Port Richey Rotary, attended the Friends of the Hacienda committee meeting, two Keep it Local meetings and has a West Pasco Chamber of Commerce Ribbon Cutting scheduled for October 25th. Ongoing, Main Street attends the WPBA monthly meetings, is joining Keep it Local and attends Chamber Ribbon Cuttings and brochure exchanges whenever possible.

Main Street attended the Florida State Main Street Annual Conference in Deland for three days. Classes on the revised Main Street approach, hosting an outdoor sculpture exhibition, getting the most out of Visit Florida, special events, economic vitality and city design were attended.

Design Committee:

“Design means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors while preserving a place's historic character.”

The Design committee meets monthly and has a number of short and long term projects they are working on.

A public art piece that is also a bike rack is in the sculpting process now and will be presented to the city when completed.

A face lift for 6345 Grand Boulevard with new paint, awnings and new landscaping in is the final planning stages and will be ready for submission in the next few weeks.

Name, logo and contact information for the windows at 6345 Grand Blvd. has been submitted to zoning for OK.

A planter projects is ongoing with businesses having the choice of a number of different planters best fitting their businesses.

The design committee has a city light pole banner project ready to go but is holding off until planning and zoning completes their design for the city. This project was to be done in stages with Main Street supplying the banners from Hwy 19 to City Hall. This was to be phase 1 and was slated to be blue Welcome Banners. Each area of the city was to have its own banner look.

The bridge bench project is a long term project altering the boxes on the bridge to be seating with palm trees for shade. More information will come as the project moves forward.

Economic Vitality Committee:

Through economic restructuring, we can show you how to strengthen your community's existing economic assets while diversifying its economic base.

Articles were submitted and published in It's Your Home magazine and Gulf Harbors Newsletter. These will be ongoing articles highlighting all that is happening in downtown New Port Richey.

Press releases were sent out for Night in the Tropics, Dulcet's and the City of New Port Richey State Awards as well as Hollywood Horror Night of the Walking Dead.

New Port Richey Main Street started a weekly newsletter going out every Friday morning highlighting all events, not just Main street events, for the upcoming week, spotlighting one long standing member and introducing new members.

The NPR Main Street web site is slowly being updated. It now has a calendar of events, with the long term goal of being the place everyone goes to for information on what is happening downtown.

Main Street is in the final stages of shooting and editing #myNewPortRichey video which will be used for an online campaign to promote New Port Richey with our citizens being encouraged to share and post their own videos of New Port Richey with the hash tag #mynewportrichey.

Main Street made the large classroom available to non profits needing meeting space; Bike Fest volunteer committee meetings, Friends of the Hacienda committee meeting and the West Pasco Pregnancy Center educational day long forum.

Main Street works ongoing with residents looking to open businesses in the downtown area, meeting with them in person, giving referrals to real estate agents regarding available properties, doing introductions to property owners and giving contact information to the appropriate people within the city for zoning and permitting.

The Downtown New Port Richey way finding map has been a huge success and will soon be going into its third printing. This map shows all businesses downtown regardless of if they are Main Street members or not, has our historic buildings listed and has an upcoming events section. This is not viewed as a fundraising vehicle but as a way to show visitors and locals alike all that downtown New Port Richey has to offer. Maps are distributed free of charge to hotels, libraries, businesses and to business owners; real estate agents put them inside relocation packets, etc.

Promotions Committee:

Promotion takes many forms, but the goal is to create a positive image that will renew community pride and tell your Main Street story to the surrounding region.

Promotions Committee planned and hosted KiaFest/Main Street Blast. The estimated attendance for the event was over 25,000 people visiting Downtown New Port Richey. The attendance was large even though the weather was terrible on Friday, in part because New Port Richey was the only city to host fireworks in the west side of Pasco County.

The Promotions Committee also planned and hosted "Night in the Tropics" on Grand Boulevard Downtown New Port Richey. There was one change in this event from past years and that is NPR Main Street did not sell beer or wine in competition with our bricks and mortar businesses downtown. The event went well and all of our downtown businesses were at capacity that evening and the after event reviews were all excellent.

The Promotions Committee is now working on planning the events for the remainder of the year; Hollywood Horror Night of the Walking Dead, Hollywood of the East Festival, both of which are downtown and River Light Boat Parade as well as Main Street Holidays, both in Sims Park.

The Promotions Committee met with the Port Richey Bayou Business Association looking toward the possibility of working together to cross promote, combine and also possibly do some add on events together.

Facebook "likes" have gone up to 4,500 with a reach of just under 40,000. New Port Richey Main Street is promoting all downtown events on the Facebook page and is looking to continue growing the page following.

Respectfully Submitted on October 17, 2016 By
KC Quaretti/Director

4:11 PM
08/09/16
Cash Basis

Greater New Port Richey Main Street Inc.
Profit & Loss
October 2015 through September 2016

Oct '15 - Sep 16

Ordinary Income/Expense	
Income	
Event Income	
Activity Vendor	589.75
Arts & Crafter Fees	910.50
Commercial Vendor	3,772.35
Food Vendor	4,241.25
Sales, Food & Beverage	33,449.98
Sponsorship	19,450.00
Total Event Income	62,413.83
Total Income	62,413.83
Expense	
Event Expenses	
Event Advertising	825.06
Event Costs - City	1,000.00
Event Entertainment	14,064.85
Event Equipment Rental	8,383.01
Event Food & Beverage	4,331.45
Event Labor	596.00
Event Permits & Fees	1,000.00
Event Permits & Fees-Alcohol	250.00
Event Prizes & Awards	500.00
Event Supplies	1,521.78
Food Vendor Payout %	19,060.10
Total Event Expenses	51,532.25
Mileage Reimbursement/Parking/T	90.02
Total Expense	51,622.27
Net Ordinary Income	10,791.56
Net Income	<u>10,791.56</u>

5:58 PM
10/11/16
Cash Basis

Greater New Port Richey Main Street Inc.
Profit & Loss
September 2016

	Sep 16	Oct '15 - Sep 16
Ordinary Income/Expense		
Income		
Donations Received	0.00	5,692.00
Event Income		
Activity Vendor	172.50	3,474.32
Annual Banquet	0.00	2,555.46
Arts & Crafter Fees	150.00	6,188.75
Boat Tours	0.00	565.00
Boat Vendor	0.00	1,481.00
Commercial Vendor	215.00	11,893.20
Entry Fees, Other	0.00	1,586.36
Entry Fees, Photo Contest	0.00	308.00
Food Vendor	0.00	8,416.70
Sales, Food & Beverage	0.00	112,020.10
Sponsorship	2,950.00	42,950.00
Triathlon	0.00	898.84
Total Event Income	3,487.50	192,337.73
Gallery Income		
Entry Fees	0.00	330.00
PEAG Donations	0.00	14.49
PEAG Grants	0.00	200.00
PEAG Sales	0.00	760.00
PEAG Sponsorship	0.00	-175.00
Total Gallery Income	0.00	1,129.49
Lunch and Learn	144.00	1,834.65
Membership Income	1,025.00	5,773.75
Sales Tax Commission	0.00	12.31
Total Income	4,656.50	206,779.93
Expense		
Advertising & Promotion	35.00	1,669.00
Bank Fee	3.00	24.00
Conf.&Workshops	0.00	734.38
Contributions	0.00	260.00
Credit Card Fees	167.26	1,949.69
Dues & Subscriptions	0.00	215.00
Event Expenses		
Contract Services	0.00	812.50
Event Advertising	594.00	2,598.41
Event Costs - City	-1,000.00	8,366.50
Event Entertainment	0.00	27,954.45
Event Equipment Rental	0.00	16,169.94
Event Food & Beverage	140.00	16,063.92
Event Labor	0.00	1,476.00

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10/11/16
Cash Basis

Greater New Port Richey Main Street Inc.
Profit & Loss
September 2016

	Sep 16	Oct '15 - Sep 16
Event MOU City Costs	0.00	742.00
Event Permits & Fees	400.00	3,237.00
Event Permits & Fees-Alcohol	0.00	272.95
Event Prizes & Awards	0.00	786.00
Event Security	0.00	600.00
Event Supplies	0.00	3,258.55
Food Vendor Payout %	0.00	66,789.40
Total Event Expenses	134.00	149,127.62
Gallery Expense		
Artist Commissions	0.00	1,210.90
Total Gallery Expense	0.00	1,210.90
Insurance	-89.00	2,234.30
Meals & Entertainment	38.45	220.03
Mileage Reimbursement/Parking/T	0.00	414.94
Office & Postage	116.93	2,831.71
Payroll Expenses		
Payroll Taxes	42.97	924.89
Salaries & Wages	563.50	8,311.23
Total Payroll Expenses	606.47	9,236.12
Postage	64.00	111.00
Rent	0.00	5,700.00
Security	0.00	105.00
Sub Contract Labor	0.00	200.00
Taxes	0.00	122.50
Telephone	207.33	3,119.37
Travel	0.00	291.08
Utilities	0.00	248.20
Total Expense	1,283.44	180,024.84
Net Ordinary Income	3,373.06	26,755.09
Net Income	<u>3,373.06</u>	<u>26,755.09</u>

5:59 PM
10/11/16
Cash Basis

Greater New Port Richey Main Street Inc.
Balance Sheet
As of September 30, 2016

Sep 30, 16

ASSETS

Current Assets

Checking/Savings

BB&T Gallery Checking	5,032.78
BB&T Main Street	23,584.11
BB&T Mural Account	500.00

Total Checking/Savings	29,116.89
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Total Current Assets	29,116.89
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Fixed Assets

Equipment	6,709.42
Furniture & Fixtures	1,310.00

Total Fixed Assets	8,019.42
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TOTAL ASSETS	<u>37,136.31</u>
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LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities	
Payroll Liabilities	-307.42

Total Other Current Liabilities	-307.42
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Total Current Liabilities	-307.42
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Total Liabilities	-307.42
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Equity

General Fund	10,688.64
Net Income	26,755.09

Total Equity	37,443.73
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TOTAL LIABILITIES & EQUITY	<u>37,136.31</u>
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4:43 PM

09/01/16

Cash Basis

Greater New Port Richey Main Street Inc.

Profit & Loss

August 2016

	Aug 16
Ordinary Income/Expense	
Income	
Event Income	
Arts & Crafter Fees	255.25
Commercial Vendor	472.20
Food Vendor	178.00
Sponsorship	7,450.00
Total Event Income	8,355.45
Lunch and Learn	108.00
Membership Income	925.00
Total Income	9,388.45
Expense	
Advertising & Promotion	595.00
Conf.&Workshops	249.38
Credit Card Fees	249.27
Event Expenses	
Event Advertising	150.00
Event Costs - City	3,683.00
Event Entertainment	1,500.00
Event Equipment Rental	712.39
Event Food & Beverage	4,232.45
Event Labor	395.00
Event Permits & Fees	485.00
Event Supplies	298.91
Total Event Expenses	11,456.75
Meals & Entertainment	5.30
Mileage Reimbursement/Parking/T	310.62
Office & Postage	167.63
Payroll Expenses	
Payroll Taxes	49.25
Salaries & Wages	644.00
Total Payroll Expenses	693.25
Rent	300.00
Telephone	3.42
Travel	156.08
Total Expense	14,186.70
Net Ordinary Income	-4,798.25

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09/01/16

Cash Basis

Greater New Port Richey Main Street Inc.

Profit & Loss

August 2016

	Aug 16
Net Income	<u>-4,798.25</u>

4:45 PM

09/01/16

Cash Basis

Greater New Port Richey Main Street Inc.

Balance Sheet

As of August 31, 2016

	Aug 31, 16
ASSETS	
Current Assets	
Checking/Savings	
BB&T Gallery Checking	5,032.78
BB&T Main Street	20,215.49
BB&T Mural Account	500.00
Total Checking/Savings	25,748.27
Total Current Assets	25,748.27
Fixed Assets	
Equipment	6,709.42
Furniture & Fixtures	1,310.00
Total Fixed Assets	8,019.42
TOTAL ASSETS	<u>33,767.69</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	-302.98
Total Other Current Liabilities	-302.98
Total Current Liabilities	-302.98
Total Liabilities	-302.98
Equity	
General Fund	10,688.64
Net Income	23,382.03
Total Equity	34,070.67
TOTAL LIABILITIES & EQUITY	<u>33,767.69</u>

Greater New Port Richey Main Street Inc.
Profit & Loss
October 2015 through July 2016

Oct '15 - Jul 16

Ordinary Income/Expense
Income

Donations Received	5,692.00
Event Income	
Activity Vendor	3,301.82
Annual Banquet	2,555.46
Arts & Crafter Fees	5,783.50
Boat Tours	565.00
Boat Vendor	1,481.00
Commercial Vendor	11,206.00
Entry Fees, Other	1,586.36
Entry Fees, Photo Contest	308.00
Food Vendor	8,238.70
Sales, Food & Beverage	112,020.10
Sponsorship	32,550.00
Triathlon	898.84

Total Event Income 180,494.78

Gallery Income

Entry Fees	330.00
PEAG Donations	14.49
PEAG Grants	200.00
PEAG Sales	760.00
PEAG Sponsorship	-175.00

Total Gallery Income 1,129.49

Lunch and Learn	1,582.65
Membership Income	3,823.75
Sales Tax Commission	12.31

Total Income 192,734.98

Expense

Advertising & Promotion	1,039.00
Bank Fee	21.00
Conf.&Workshops	485.00
Contributions	260.00
Credit Card Fees	1,533.16
Dues & Subscriptions	215.00
Event Expenses	
Contract Services	812.50
Event Advertising	1,854.41
Event Costs - City	5,683.50
Event Entertainment	26,454.45
Event Equipment Rental	13,757.55
Event Food & Beverage	11,691.47
Event Labor	1,081.00

4:13 PM
08/09/16
Cash Basis

Greater New Port Richey Main Street Inc.
Profit & Loss
October 2015 through July 2016

	Oct '15 - Jul 16
Event MOU City Costs	742.00
Event Permits & Fees	2,352.00
Event Permits & Fees-Alcohol	272.95
Event Prizes & Awards	786.00
Event Security	600.00
Event Supplies	2,959.64
Food Vendor Payout %	66,789.40
Total Event Expenses	135,836.87
Gallery Expense	
Artist Commissions	1,210.90
Total Gallery Expense	1,210.90
Insurance	2,323.30
Meals & Entertainment	176.28
Mileage Reimbursement/Parking/T	104.32
Office & Postage	2,547.15
Payroll Expenses	
Payroll Taxes	832.67
Salaries & Wages	7,103.73
Total Payroll Expenses	7,936.40
Postage	47.00
Rent	5,400.00
Security	105.00
Sub Contract Labor	200.00
Taxes	122.50
Telephone	2,908.62
Travel	135.00
Utilities	248.20
Total Expense	162,854.70
Net Ordinary Income	29,880.28
Net Income	<u>29,880.28</u>

4:20 PM
08/09/16
Cash Basis

Greater New Port Richey Main Street Inc.
Balance Sheet
As of July 31, 2016

	Jul 31, 16
ASSETS	
Current Assets	
Checking/Savings	
BB&T Gallery Checking	32.78
BB&T Main Street	31,713.76
BB&T Mural Account	500.00
Total Checking/Savings	32,246.54
Total Current Assets	32,246.54
Fixed Assets	
Equipment	6,709.42
Furniture & Fixtures	1,310.00
Total Fixed Assets	8,019.42
TOTAL ASSETS	<u>40,265.96</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities	-302.96
Total Other Current Liabilities	-302.96
Total Current Liabilities	-302.96
Total Liabilities	-302.96
Equity	
General Fund	10,688.64
Net Income	29,880.28
Total Equity	40,568.92
TOTAL LIABILITIES & EQUITY	<u>40,265.96</u>

Facebook stats August 2016

Date	28 Days Total Reach	Weekly Organic Reach	28 Days Total Impressions
	28 Days: The number of people who have seen any content associated with your Page. (Unique Users)	Weekly: The number of people who visited your Page, or saw your Page or one of its posts in news feed or ticker. These can be people who have liked your Page and people who haven't. (Unique Users)	28 Days: The number of impressions seen of any content associated with your Page. (Total Count)
8/5/16	20298	8455	62873
8/6/16	19922	7556	62354
8/7/16	19874	6120	62260
8/8/16	20499	6253	63644
8/9/16	21139	6452	64787
8/10/16	21141	4235	65050
8/11/16	20936	3934	62134
8/12/16	21069	5725	66081
8/13/16	20427	6685	63568
8/14/16	18440	6911	61340
8/15/16	18132	6347	60886
8/16/16	19858	7865	67223
8/17/16	21173	9237	70388
8/18/16	21710	10371	71408
8/19/16	21947	10155	73672
8/20/16	22391	10220	78027
8/21/16	22284	10827	83238
8/22/16	23537	13163	91279
8/23/16	23645	11924	94197
8/24/16	23557	10123	93406
8/25/16	23830	9815	95776
8/26/16	22986	9447	91759
8/27/16	22515	8848	89006
8/28/16	21631	8314	85763
8/29/16	21362	5782	87167
8/30/16	21021	3968	87622
8/31/16	19726	4032	82398
9/1/16	19297	3010	80331