



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

RE: New Port Richey Main Street Inc.
Quarterly Report 1st Quarter 2016/2017

Dear Ms. Manns,

New Port Richey Main Street, Inc. is presenting for your consideration the Quarterly Report for the period of October, November, December 2016. We have included a narrative from our work in each of the four points of the Main Street approach, the Profit & Loss Statement from October through December 2106, balance sheets for September through December 2016, a photograph of the public art piece/bike racks we are presenting to the city, drawings of the bridge project benches and Facebook statistics from October through December 2016.

We are continually working to fulfill all four points of the National Main Street approach of ORGINAZATION, PROMOTION, DESIGN and ECONOMIC VITALITY.

We thank you for your continued support of the New Port Richey Main Street program and look forward to great things happening for New Port Richey in 2017 and beyond!

Sincerely,

KC Quaretti, Director



Quarterly Report 1st Quarter October, November, December 2016

New Port Richey Main Street, Inc. would like to thank the City of New Port Richey and the City Council for their continued support of the Main Street program. We are continuing to follow the guidelines for the National Main Street four point approach and have included a narrative on each, as well as the 2nd quarter financials, drawings/photos of design projects and online networking statistics.

PROMOTIONS:

New Port Richey Main Street hosted four events in the second quarter; *Hollywood Horror Night of the Walking Dead* held on October 28th, *Hollywood of the East Festival* held on November 5th, *River Lights Boat Parade & Festival* held on December 2nd and 3rd and *Main Street Holidays* on December 10th, as well as participated with the West Pasco Chamber of Commerce for the *Christmas Tree and Card Lighting Ceremony*. Main Street also paired with the West Pasco Chamber of Commerce for the *Downtown Wreath Contest* which saw twenty-two downtown businesses participating with the online voting portion receiving over one thousand votes!

Hollywood Horror Night of the Walking Dead is a small event which predominantly brings additional business to the downtown bars. For this event Main Street hosted a scavenger hunt which required the 47 participants to go from bar to bar or restaurant to restaurant and find answers to questions. The paid participants visited eleven downtown restaurants/bars and received sample/free drinks at eight locations. Main Street also hosted a costume contest which gave cash prizes for the top three zombie costumes and the top three normal Halloween costumes.

Hollywood of the East, a first time event celebrating the city's historic connection to Hollywood received excellent reviews from everyone that attended and filled out our event survey! Many event goers arrived in 1920's costumes, great bands and vocal groups played swing music from noon until closing at 11pm. There were dance demonstrations by local youth troupes, belly dancers entertained in between the swing groups, restaurants and pubs were reclassified as Speakeasies and Eliot Ness's nephew even made appearances in all the establishments checking to make sure there was "no alcohol" being served as it was prohibition! 76% of the event visitors rated the event four and five stars out of a possible five stars! Everyone loved the music and Hollywood theme. Suggestions for improvement were more vendors, more seating and more advertising. If the New Port Richey Main Street Board of Directors decides to host the event again we will work to make sure the suggestions given are brought to fruition.

The *River Lights Boat Parade & Festival* was changed up a bit this year with the addition of an Arts & Craft Festival as well as being held in conjunction with the West Pasco Chamber *Christmas Tree & Card Lighting Ceremony* after which everyone was invited to Sims Park for a free Christmas Movie on Friday evening! The actual *River Lights Boat Parade* on Saturday followed a day of Arts & Crafts, visits from Disney's Elsa & Anna, live music prior to the boat parade and more live music after the parade! New Port Richey Main Street planned the River Lights Boat Parade & Festival in conjunction with the West Pasco Business Association which means The Chamber, WPBA and Main Street all worked together to bring



everything together into one fantastic fun filled two day event! The New Port Richey Police Department was fantastic in helping keep the boats on track and arriving on time for the boat parade and we want to say a special thank you for their help!

Main Street Holidays was advertised to be held in Sims Park but because the Amphitheater stage was not available, at the last minute the entire event was changed over to Railroad Square. This did cause quite a bit of last minute confusion for event goers and scrambling to get musicians, stage and sound booked in less than two weeks. But amazingly the event committee, Judy DeBella Thomas, Steve Schurdell and Patti Ammons, got it all done and the Santa Brunch hosted nearly 100 children for a free pancake brunch and visit with Santa, NPR Main Street filled Railroad Square with wonderful Arts & Craft vendors and we only had to do last minute cancellations of the food vendors. Special thanks to Chief Bogart who closed out the evening's entertainment by reading "Twas the Night before Christmas" to the audience.

DESIGN

The Design Committee has two unique dual purpose art pieces ready for installation that we have donated to the City of New Port Richey. These public art pieces, which are also bike racks and have been crafted by a local sculptor, Marc De Waele whose work has been widely exhibited throughout Europe, who was the 2009 winner of the ArtLoud Exhibition in Tampa and was commissioned by Pepsi to create a seven foot sculpture of a football quarterback out of recycled Pepsi cans that now resides at the Pepsi headquarters in New York City. Please see enclosed photo of the completed art piece/bike rack.

The Design Committee has also been organizing a potential facelift for the building located at 6345 Grand Blvd which will include paint, gutters, awnings and updated landscaping. Bids are being collected for all proposed work and the project is moving forward in a timely manner.

The most ambitious and visually exciting project the Design Committee has ever undertaken is being called the Bridge Project and will transform the entry to our downtown, provide a park like setting directly over the Cotee River, and create a 'bridge' between the east and west downtown areas! The Bridge Project consists of twelve separate seating areas, six on each side of the Main Street Bridge crossing the Cotee River. Each seating area consists of one bench and two planters as shown in the renderings. Each bench is two sided and set at an angle for both privacy and shade, creating twelve beautiful oases for relaxing, communing and enjoying the Beautiful Cotee River. The bench bases are constructed by reusing twelve of the bridge boxes and will be covered with recycled plastic formed into wood like surfaces with industrial strength aluminum enhancements hand crafted by our local sculptor Marc De Waele. Prior to installation the metal sections of the benches and the planters will be Powder Coated in a deep bronze which means the benches and planters will remain looking pristine for decades. The total costs for creating each of the twelve bench areas is \$5,000. The Bridge Project is ready to go and at this point the Design Committee is seeking sponsorships to pay for each seating area. A small tastefully hand crafted sponsor plaque is planned to adorn each bench. New Port Richey Main Street



Design Committee has only nine SPONSORSHIPS still available at this time. Once the nine remaining sponsors have committed the project will get underway with a projected completion and opening ceremony by the end of 2017.

ECONOMIC VITALITY

#MyNewPortRichey is the one minute video at the center of New Port Richey Main Street's new marketing campaign promoting the City's many attributes and fostering civic pride as well as promoting New Port Richey as a great place to live, work and play! The only words spoken in the video are "This is my New Port Richey" while residents are doing the things they naturally do! The video has been viewed over 1200 times on the NPR Main Street Facebook and Twitter pages. The video is also front and center on the New Port Richey Main Street home web page and has been uploaded to the Visit Florida attractions page.

The Economic Vitality Committee has the Retail Market Analysis created by the Gibbs Group available to anyone looking to invest or open a business in Downtown New Port Richey. This study is also available to property owners and real estate agents to use as an additional marketing tool for potential new business clients. Property owners Anne Graffy, Jose Cardenas, George Kouskoutis and Tony Betkas have all received information from Main Street on businesses interested in downtown leases, Barbara's Cupcakes, That Little Bakery on Grand, and Hot Locks are three businesses that have sought information from NPR Main Street regarding retail space availability.

We are very excited to be participating in the Main Street Florida Pilot for the **Florida Attraction Finder!** NPR Main Street is one of only eight Main Street cities chosen for this pilot program. This program is a digital product that allows travelers to determine their "best-fit" attraction based on personal preferences. We are hoping that by doing so, it will increase awareness about New Port Richey and will generate tourism to the city. With that in mind, NPR Main Street is working with Visit Florida to repopulate the information and photographs about our city on their web site.

NPR Main Street is continuing to promote and market New Port Richey via our Facebook page which gained over 470 followers this quarter and now totals just over 5400 people who receive our posts in their news feed. Our reach is averaging over 40,000 per month with individual posts ranging between 800 and 2500. New Port Richey Twitter is new and growing slowly. NPR Main street is using online marketing, networking and promotion more and more as it is the way the millennial audience can be reached.

We are continuing to promote New Port Richey events, businesses and the downtown in general whenever possible, including ongoing articles in Gulf Harbors Newsletter, It's Your Home Magazine, the New Port Richey Main Street Newsletter and press releases to local and regional media outlets.



ORGANIZATION:

ORGANIZATION-MEMBERSHIP & DEVELOPEMNT

New Port Richey Main Street is continuing to build relationships with other stake holders in New Port Richey. The West Pasco Chamber of Commerce, West Pasco Business Association, and Friends of the Hacienda are just three of the organizations Main Street is working with regularly. Meetings are already scheduled for combined efforts in 2017 and Main Street continues to sit on the West Pasco Chamber of Commerce Board of Directors.

NPR Main Street is attending all quarterly and annual State level training meetings, and is up to date on all state Main Street Quarterly reports.

NPR Main Street has installed a calendar on the web site that lists all events in New Port Richey, not just Main Street events, with the intention of becoming the go to place for all downtown event information. We are continuing on with our weekly newsletter highlighting new members and providing information on upcoming events for the week. Again we include not only Main Street events but everything happening downtown.

FINANCIALS:

Please see attached Reports.

Respectfully Submitted on January 12, 2017

KC Quaretti

A handwritten signature in black ink, reading "KC Quaretti". The signature is written in a cursive style with a long horizontal line extending from the end of the name.

Director New Port Richey Main Street Inc.

10:25 AM
01/09/17
Cash Basis

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

	Dec 16	Oct - Dec 16
Ordinary Income/Expense		
Income		
Donations Received	0.00	250.00
Event Income		
Activity Vendor	225.00	714.25
Arts & Crafter Fees	450.00	1,081.20
Commercial Vendor	231.75	2,517.95
Entry Fees, Other	0.00	1,080.00
Food Vendor	-242.35	2,495.78
Sponsorship	2,750.00	3,475.00
Total Event Income	3,414.40	11,364.18
Lunch and Learn	144.00	312.00
Membership Income	375.00	2,095.00
Total Income	3,933.40	14,021.18
Expense		
Advertising & Promotion	0.00	272.50
Bank Fee	0.00	7.50
Conf.&Workshops	25.00	25.00
Credit Card Fees	128.62	314.40
Design Comm.	275.00	975.00
Dues & Subscriptions	-10.00	189.50
Entertainment Expense	0.00	27.43
Event Expenses		
Event Advertising	540.00	930.19
Event Costs - City	-1,500.00	-1,500.00
Event Entertainment	0.00	900.00
Event Equipment Rental	1,053.11	2,201.56
Event Food & Beverage	324.99	838.81
Event Labor	585.00	685.00
Event MOU City Costs	0.00	2,127.50
Event Permits & Fees	0.00	2,120.00
Event Prizes & Awards	0.00	220.00
Event Security	300.00	1,150.00
Event Supplies	141.04	393.14
Total Event Expenses	1,444.14	10,066.20
Meals & Entertainment	10.51	289.18
Mileage Reimbursement/Parking/T	182.52	182.52
Office & Postage	213.06	239.09
Payroll Expenses		
Payroll Taxes	88.05	280.92
Salaries & Wages	1,151.00	3,491.00

10:25 AM
01/09/17
Cash Basis

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

	Dec 16	Oct - Dec 16
Total Payroll Expenses	1,239.05	3,771.92
Postage	47.00	58.51
Printing & Copying	0.00	53.37
Supplies	8.56	12.84
Telephone	206.99	621.31
Total Expense	3,770.45	17,106.27
Net Ordinary Income	162.95	-3,085.09
Net Income	<u>162.95</u>	<u>-3,085.09</u>

10:25 AM
01/09/17
Cash Basis

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

Dec 31, 16

ASSETS

Current Assets

Checking/Savings

BB&T Gallery Checking 5,032.78

BB&T Main Street 21,741.15

BB&T Mural Account 500.00

Total Checking/Savings 27,273.93

Total Current Assets 27,273.93

Fixed Assets

Equipment 6,709.42

Furniture & Fixtures 1,310.00

Total Fixed Assets 8,019.42

TOTAL ASSETS 35,293.35

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Liabilities -65.29

Total Other Current Liabilities -65.29

Total Current Liabilities -65.29

Total Liabilities -65.29

Equity

General Fund 38,443.73

Net Income -3,085.09

Total Equity 35,358.64

TOTAL LIABILITIES & EQUITY 35,293.35

11:22 AM
12/07/16
Cash Basis

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

Nov 30, 16

ASSETS

Current Assets

Checking/Savings

BB&T Gallery Checking	5,032.78
BB&T Main Street	20,420.23
BB&T Mural Account	500.00
Cash on hand	200.00

Total Checking/Savings 26,153.01

Total Current Assets 26,153.01

Fixed Assets

Equipment	6,709.42
Furniture & Fixtures	1,310.00

Total Fixed Assets 8,019.42

TOTAL ASSETS 34,172.43

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Liabilities -23.26

Total Other Current Liabilities -23.26

Total Current Liabilities -23.26

Total Liabilities -23.26

Equity

General Fund	37,443.73
Net Income	-3,248.04

Total Equity 34,195.69

TOTAL LIABILITIES & EQUITY 34,172.43

8:39 AM

01/10/17

Cash Basis

Greater New Port Richey Main Street Inc.

Balance Sheet

As of October 31, 2016

Oct 31, 16

ASSETS

Current Assets

Checking/Savings

BB&T Gallery Checking

5,032.78

BB&T Main Street

23,339.29

BB&T Mural Account

500.00

Cash on hand

380.00

Total Checking/Savings

29,252.07

Total Current Assets

29,252.07

Fixed Assets

Equipment

6,709.42

Furniture & Fixtures

1,310.00

Total Fixed Assets

8,019.42

TOTAL ASSETS

37,271.49

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Liabilities

-121.52

Total Other Current Liabilities

-121.52

Total Current Liabilities

-121.52

Total Liabilities

-121.52

Equity

General Fund

38,443.73

Net Income

-1,050.72

Total Equity

37,393.01

TOTAL LIABILITIES & EQUITY

37,271.49

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

Total Current Assets 29,116.89

Fixed Assets

Equipment 6,709.42

Furniture & Fixtures 1,310.00

Total Fixed Assets 8,019.42

TOTAL ASSETS 37,136.31

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

Payroll Liabilities -307.42

Total Other Current Liabilities -307.42

Total Current Liabilities -307.42

Total Liabilities -307.42

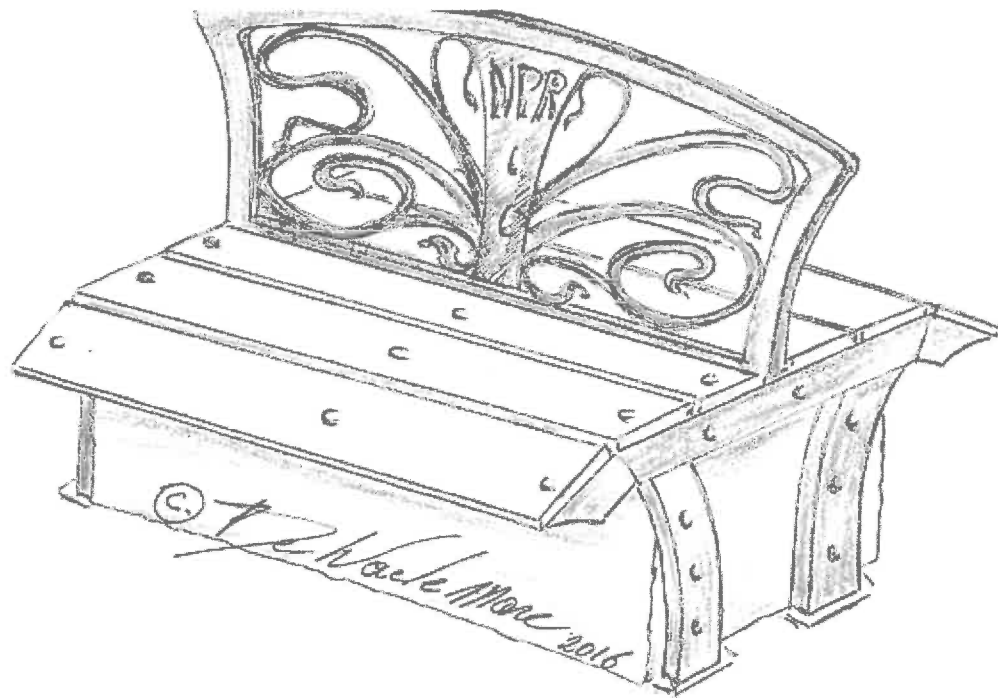
Equity

General Fund 10,688.64

Net Income 26,755.09

Total Equity 37,443.73

TOTAL LIABILITIES & EQUITY 37,136.31



Rectangular Tube
6063 T52 - 1" x 2"

Planks

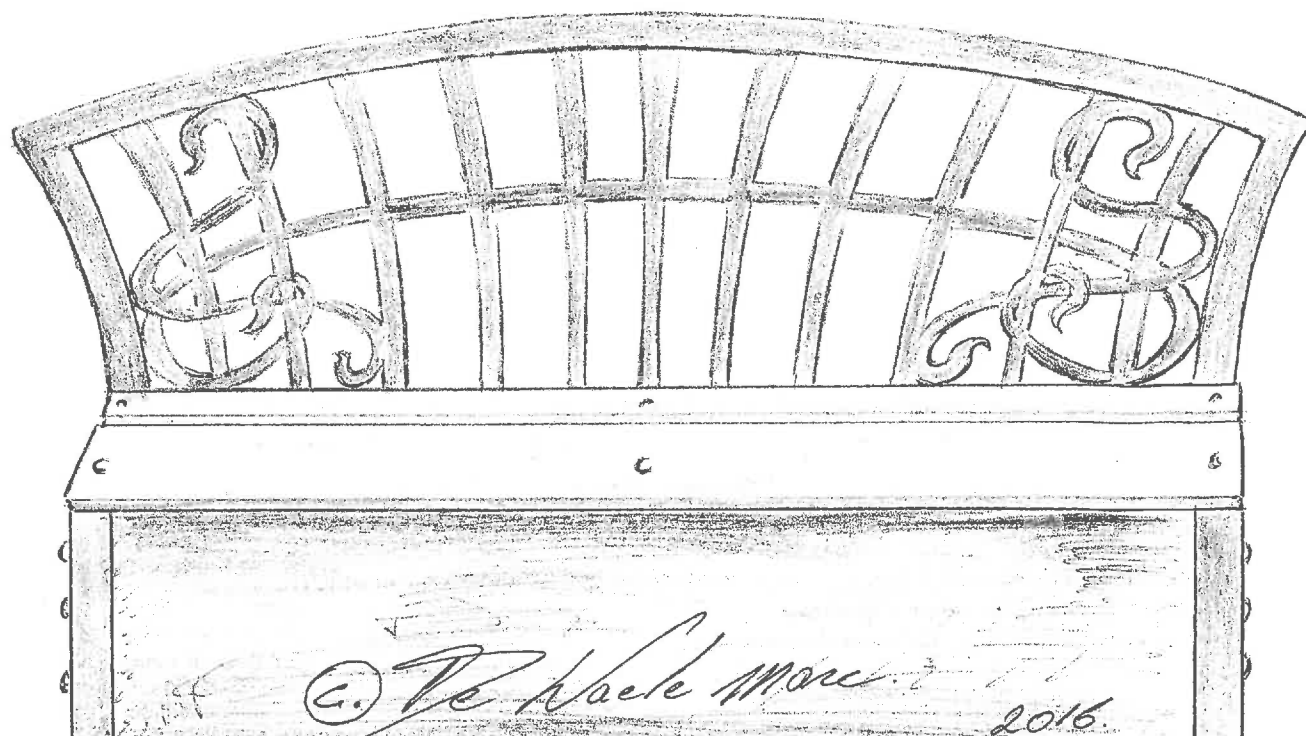
25"

Rectangular Tube
6061-T6 - 1" x 3"

Composite

© 2016

T. H. Hach Moore





Daily data is recorded in the Pacific time zone.

1W 1M 1Q

Start: 1/10/2016
End: 31/12/2016

Post Reach

The number of people your posts were served to.

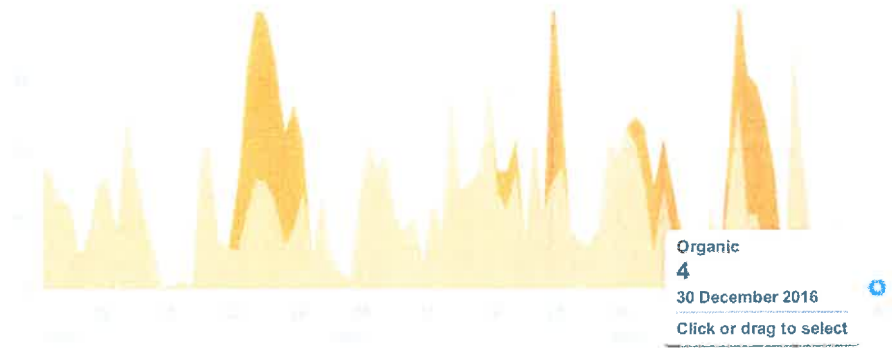
New Port Richey Main Street, Inc.

KC Home 284

- Page
- Messages
- Notifications
- Insights
- Publishing Tools
- Settings
- Help

- Overview
- Promotions
- Likes
- Reach
- Page views
- Actions on Page
- Posts
- Events
- Videos
- People
- Local
- Messages

Paid

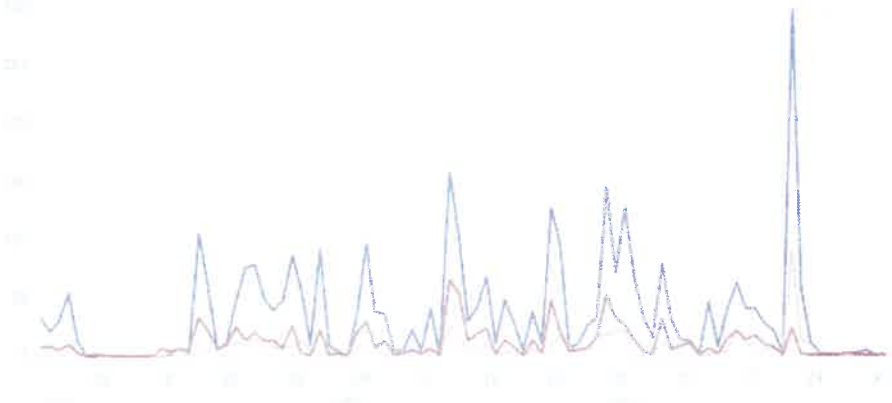


Reactions, comments and shares

These actions will help you reach more people.

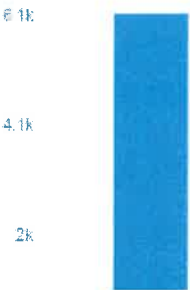
Reactions Comments Shares

BENCHMARK
Compare your average performance over time.
Reactions
Comments
Shares



Reactions

Likes and other ways in which people react to your Page posts.





Hide, Report as Spam and Unlikes

These actions will decrease the number of people you reach.

Hide Post Hide All Posts Report as Spam Unlike Page

BENCHMARK
Compare your average performance over time.
Hide Post

Chat (185)

New Port Richey Main Street, Inc.

Page Messages Notifications Insights Publishing Tools Settings Help

- Overview
- Promotions
- Likes

Reach

- Page views
- Actions on Page
- Posts
- Events
- Videos
- People
- Local
- Messages

Total Reach
The number of people who were served any activity from your Page, including your posts, posts to your Page by other people, Page like adverts, mentions and check-ins.



BENCHMARK
Compare your average performance over time.
Organic
Paid

Date	Lifetime Total likes	Daily New likes	Daily Total reach	28 Days Organic reach	28 Days Total impressions
12/1/16	5185	30	2715	19472	138018
12/2/16	5219	34	2616	20265	141253
12/3/16	5266	49	2971	20927	140963
12/4/16	5273	9	2967	20816	139369
12/5/16	5281	8	2667	20500	134466
12/6/16	5294	17	1643	20329	130327
12/7/16	5304	11	2839	20947	132437
12/8/16	5315	12	1875	21164	132665
12/9/16	5334	22	1083	21333	133523
12/10/16	5395	62	24852	44892	171389
12/11/16	5404	13	13281	53616	187990
12/12/16	5407	5	2738	52883	179365
12/13/16	5410	4	792	51368	174237
12/14/16	5412	3	2723	51041	174969
12/15/16	5423	11	4795	52418	177378
12/16/16	5428	5	3274	51011	174496
12/17/16	5439	11	3140	50914	174595
12/18/16	5441	2	2501	50937	173347
12/19/16	5442	3	2068	50823	171090
12/20/16	5444	2	757	50915	170359
12/21/16	5444	3	4382	51037	176448
12/22/16	5446	2	3827	53524	180432
12/23/16	5447	3	1925	54615	177384
12/24/16	5448	1	723	53933	174160
12/25/16	5447	0	743	53137	173653
12/26/16	5447	0	413	52679	172748
12/27/16	5447	1	37	52436	171068
12/28/16	5447	1	27	52130	168490
12/29/16	5450	4	25	50603	162456
12/30/16	5454	3	73	49904	157359
12/31/16	5453	2	116	48626	150408

Date	28 Days Peop	28 Days Page	28 Days Pa	28 Days Total	28 Days Organ
11/1/16	788	1360	2161	19090	6906
11/2/16	782	1350	2121	18656	6957
11/3/16	785	1354	2107	18315	6864
11/4/16	811	1421	2110	18365	6750
11/5/16	861	1581	2181	18301	6382
11/6/16	879	1650	2234	18592	6351
11/7/16	903	1714	2193	18962	6050
11/8/16	906	1721	2144	18950	5873
11/9/16	912	1731	2144	18881	5780
11/10/16	923	1763	2152	18854	5728
11/11/16	920	1759	2144	18838	5708
11/12/16	929	1806	2144	18921	5738
11/13/16	926	1792	2135	18913	5766
11/14/16	1031	2043	2319	20512	5940
11/15/16	1074	2073	2379	22646	5869
11/16/16	1061	2034	2350	22736	5749
11/17/16	1073	2086	2373	22908	5802
11/18/16	1091	2170	2437	24045	6686
11/19/16	1074	2099	2405	24285	7059
11/20/16	1053	2059	2298	24252	7092
11/21/16	1001	1978	2172	24057	7157
11/22/16	963	1907	1995	21842	7087
11/23/16	943	1906	1910	21431	8020
11/24/16	907	1842	1830	20928	8130
11/25/16	958	1884	1885	21255	8250
11/26/16	985	1942	1855	21613	8285
11/27/16	1003	1953	1875	21920	8582
11/28/16	972	1848	1825	21905	8643
11/29/16	988	1891	1862	22232	8752
11/30/16	1014	1964	1915	22675	8862

Date	Lifetime	Weekly	128 Days	Weekly Tot	28 Days T	Weekly Or	28 Days Or	28 Days	Daily Tot	Weekly	28 Days To
	Lifetime:	Weekly:	128 Days:	Weekly:	The 28 Days:	T Weekly:	Th 28 Days:	Th 28 Days:	Daily:	The Weekly:	28 Days: Th
10/20/16	4923	402	1632	4235	14938	4235	14938	0	1450	8905	56446
10/21/16	4928	431	1628	4560	15182	4560	15182	0	1842	10532	57356
10/22/16	4933	520	1684	5432	15296	4396	14260	1036	2718	13113	58717
10/23/16	4942	711	1847	6966	16381	4386	13801	2580	5486	18272	63618
10/24/16	4954	907	2038	8835	17779	4600	13544	4235	8364	26510	71447
10/25/16	4962	947	2127	10895	20125	5324	14554	5571	10175	33650	77263
10/26/16	4969	1005	2231	11520	20952	5111	14543	6409	6057	36092	81047
10/27/16	4982	1107	2246	11952	20322	5012	13382	6940	2863	37505	80570
10/28/16	4988	1209	2273	12847	20657	5072	12882	7775	5312	40975	83406
10/29/16	4995	1262	2258	13136	20543	5104	12448	8095	4669	42926	85180
10/30/16	4998	1093	2219	12410	19876	5024	11781	8095	2362	39802	84625
10/31/16	4999	988	2237	11714	19427	5420	11332	8095	9071	40509	91374
11/1/16	5002	791	2161	9397	19090	4560	10995	8095	9627	39961	99151
11/2/16	5004	678	2121	7676	18656	4161	10561	8095	6210	40114	104250
11/3/16	5007	572	2107	6637	18315	4327	10220	8095	3629	40880	106397
11/4/16	5009	485	2110	5554	18365	4835	10270	8095	1985	37553	105437
11/5/16	5022	461	2181	5452	18301	5452	10206	8095	7448	40332	110050
11/6/16	5027	525	2234	5783	18592	5783	10497	8095	8271	46241	116692
11/7/16	5027	492	2193	6155	18962	6155	10867	8095	10455	47625	121372
11/8/16	5027	489	2144	6060	18950	6060	10855	8095	6490	44488	124693
11/9/16	5031	492	2144	5992	18881	5992	10786	8095	2825	41103	125718
11/10/16	5032	513	2152	6068	18854	6068	10759	8095	2349	39823	127113
11/11/16	5037	470	2144	5655	18838	5655	10743	8095	706	38544	127604
11/12/16	5041	353	2144	4655	18921	4655	10826	8095	8119	39215	135586
11/13/16	5046	250	2135	4112	18913	4112	10818	8095	6006	36950	141265
11/14/16	5049	444	2319	6026	20512	6026	12417	8095	13681	40176	154820
11/15/16	5059	651	2379	8424	22646	8424	14551	8095	6461	40147	158246
11/16/16	5068	706	2350	9074	22736	9074	14641	8095	3783	41105	158414
11/17/16	5073	703	2347	9229	22692	9229	14597	8095	1596	40352	158560