We are proud to present our 2017 Annual Report for Chardon Tomorrow highlighting our many accomplishments and thanking our supporters. It is truly an exciting time for our organization as we celebrate the success of last year and look toward a phenomenal year of projects and programs in 2018.

The mission of Chardon Tomorrow is to preserve the character of Chardon by encouraging investment, building community, and working in partnership to create a vibrant and sustainable quality of life. This mission drives everything we do: from programming Second Saturdays and Shop Hops to our partnership with other non-profit organizations and civic groups, we are constantly striving to bring more people and businesses to Chardon each and every day.

Our successes would not be possible without the work of our board, committee members, city staff, volunteers, members, sponsors, and partners--all who work tirelessly to support our events and initiatives. Without this support we would not be where we are today.

This past year our board completed an 18 month strategic plan that defines the scope of our work and aligns our goals over the next few years. Some of these goals, such as year round programming and a reorganization of our membership structure have already started to take shape.

We were overwhelmed with the support for the Chardon Memorial Park project and were proud to see the first phase come to fruition in 2017. We completed the first phase of a parking support project over the summer, and assisted the city with an inventory of property. We celebrated our sixth Chardon BrewFest. The record attendance of 1,250 contributed to the estimated 4,000 visitors Chardon Tomorrow helped bring to the city in 2017 through our programs and events.

We can’t wait for all of the fun in 2017, and we invite your family, friends, and neighbors to our many wonderful events. Chardon Tomorrow thanks you for your support in 2017 and we look forward to partnering with you in 2018!
Making an Investment in the Community

‘Tripled our audience since 2016 (year-over-year) we are currently at 2,670 * Facebook (787 October 2016); Instagram up 200% (year-over-year)

‘Implemented two Uptown Shop Hops, Dog Days, BrewFest, and Tote or Treat Second Saturday Programs. Supported Chardon Square concessions, Harvest Handmade Market, and National Night Night Out.

‘We engaged with the city for Uptown inventory with Planning & Zoning.

‘Completed an informal parking assessment

‘Redesigned and launched chardontomorrow.org.

‘Applied for the first phase of the 2019 Ohio Chautauqua Touring Program.

‘Presented at the Geauga County Commissioners Meeting in October.

‘Leveraged our Heritage Ohio Membership by Attending the Heritage Ohio State Conference, a MainStreet Revitalization Workshop, and a MainStreet Design Workshop. Participated in Women Succeed conference and four continuing education seminars on Historic Tax Credits, Preservation Projects, E-Sourcing for Fundraising Projects, and Retail Enhancement.

‘Received Ohio Notary Designation to enhance Membership benefits.

Chardon Tomorrow Board of Trustees

Andy Blackley, President
Dominick Durante, Vice President
Mary Jo Stark, Secretary
Jeff Smock*, Treasurer

*term expires December 31, 2017

Directors
Steven Abbott
Erika Hansen
Madelon Horvath
Pamela Kurt
David Lelko
Kate Pitrone
Kirsten Signar
Phil Smith

Economic Vitality Highlight

In August we launched a Lunch Time Shop Hop program to encourage employees who work on/near the Square to shop during their lunch hour. Participating retailers offer discounts during the promotional hours. Chardon Tomorrow provides marketing, outreach, and support for these events. In 2018, our strategic plan includes the addition of restaurant participation and a possible summer entertainment series on the Square during the promotions.
In 2017 CT events and programs reached an estimated 4,000 people and volunteers for CT projects contributed 2,600+ hours!

In 2016 Chardon Tomorrow coordinated three events annually, in 2017 the number grew to 8, and our 2018 schedule of planned and partnership events will reach nearly 30!

In early 2018 Chardon Tomorrow received national accreditation from Heritage Ohio and the National Main Street Program. Scoring our highest ever total point count.

Seventy-five percent, the highest percentage of daytime parking usage according to our 2017 summer parking study.

Three hundred twenty-four, the number of student and intern hours contributed to Chardon Tomorrow projects in 2017.
LETS THE GOOD TIMES ROLL

TRAVELING TEA PARTY Shop 'til you drop

CHARDON SPIRIT DAY Celebrate Chardon with school performers, games and a picnic

CLASSIC CAR & BIKE SHOW Presented by the Chardon Chamber of Commerce

MACARONI FEST Cheesy family fun & restaurant specials

DOG DAY OF SUMMER A doggon good time

NATIONAL NIGHT OUT In partnership with the City of Chardon

BREWFEST Local breweries, music & food

MONSTER MASH + BASH Daytime trick-or-treat and not-so-scary activities

GIVING SATURDAY A super-sized, feel-good, day of giving back to the community we LOVE!

SMALL BUSINESS SATURDAY Shop local and show your love for small businesses

HOME FOR THE HOLIDAYS + FIRE AND ICE CELEBRATION Santa at the Theater, horse-drawn carriages, carolers, hot cocoa bar & much more

CHOCOLATE WALK Sweet treats & special offers

GROUNDHOG DAY CELEBRATION Groundhog naming contest, Grand Marshall nominations, & more!

FOR MORE INFORMATION CHARDONTOMORROW.ORG GEaugaTHEATER.ORG
First Quarter 2018 Update

ACCOMPLISHMENTS

2019 Joint Chautaqua Application with City of Burton
Record attendance with co-sponsored Easter Egg Hunt & Breakfast
Highest number of new volunteers and new members in organization history
Welcomed three new board candidates five committee volunteers, and three volunteer photographers.
Completed online business directory, new business membership brochure. In April 2018 we will launch a district map & directory and individual membership campaign in April 2018.

Coordinating Sunday Liquor Sales ballot issue in Precinct A (Square Entertainment District) for the November 2018 vote.

PROGRAM HIGHLIGHT

On February 10, 2018 we coordinated Chardon's first Chocolate Walk. The event was sold out (125 tickets) and featured twenty-one stops throughout the Square and Heritage House. Walkers, merchants, and businesses enjoyed the day's activities, despite inclement weather conditions. Based on feedback from this year's event, we've already scheduled 2018--and have increased the time duration for future events.

Chocolate Walk 2018
Saturday, February 9
1-5pm

Giving Back

Proceeds from the Chocolate Walk were allocated for printing of district map/directory and social media tourism ad purchases for the merchants.
Half of the proceeds from our Traveling Tea Party are being donated to Chardon Community Action Team.

UP NEXT

Saturday, April 14
Wednesday, April 18
Saturday, May 5
Wednesday, May 16
Saturday, June 9
Saturday, July 7
Saturday, July 14

Traveling Tea Party
Shop Chardon Day
Chardon Spirit Day on the Square
Shop Chardon Day
Macaroni Fest on the Square
LoveFest (Supporting Partner)
Dog Day of Summer