

LABELLE DOWNTOWN REVITALIZATION CORPORATION

2019-2020 ANNUAL REPORT



8 Park Ave | LaBelle, FL 33935

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downtownlabelle.com

A scenic view of a river with a bridge and a dock. The bridge is a concrete structure with several pillars, and the dock is a wooden platform with a metal railing. The water is calm, reflecting the sky and the surrounding trees. The sky is a clear, light blue, and the trees are lush green. The overall atmosphere is peaceful and serene.

BARRON PARK PHOTO CREDIT: SHARY WECKWERTH

A Letter from Our President

I love LaBelle and am honored to be the LDRC 2021 President!

It is amazing how our community pulls together and is resilient in the face of challenges. Collectively and individually, the COVID-19 pandemic has changed the way we all live and work. I am proud to report that regardless of the changes and challenges that arose in 2020, LDRC remains strong in our support of the downtown area, community members, visitors, and businesses. Our dedicated Main Street Board continually adapts to a changing landscape and selflessly works to preserve and enhance our historic downtown area's character, beauty, and economic vitality.

We cannot be successful in our programs without our wonderful and respected members, sponsors, and donors (page 8). Your monetary investments allow programs that will create jobs, save tax dollars, build community pride, and preserve LaBelle's historic and cultural resources.

You help make our downtown special, vibrant, and inviting for all to enjoy!

In closing, I would like to recognize and thank Ms. Laura Reed, 2019-2020 LDRC President, for all of her dedication and time spent in the LaBelle community. She was a joy to serve with and left some big shoes to fill.

MISSION

To encourage the redevelopment of LaBelle through public, private, and nonprofit investment in the downtown.

2021 BOARD OF DIRECTORS

STAFF

Kelly Boone | Executive Director

2020 EXECUTIVE DIRECTORS

President **Sarah Catala** | Immokalee Water and Sewer District
Vice President **Matthew Rentz** | The Rentz Law Firm, P.L.L.C.
Treasurer **Alex Destefano** | Belle Realty Co.

BOARD OF DIRECTORS

Sherrie Easterly | Caloosa Massage Works
Jesse Cuello | Barron Park House Gallery
Christine Eaton | Red LaBelleish Girls
Brandon Jett | Florida Southwestern State College, Hendry Campus
Jackie Ratica | Home Restoration Exchange, Inc.
Greg Bone | Southern Heritage Real Estate and Investments

EX-OFFICIO DIRECTORS

Bobbie Spratt | City of LaBelle
Matt Visaggio | Visaggio & Co
Keitha Daniels | Hendry County Economic Development Council



A successful downtown is the key to a successful community.

-ANONYMOUS

2019 'PARTY LIKE IT'S 1776' COLOR RUN

ORGANIZATION COMMITTEE

GOAL: To support a community's transformation by enhancing the physical and visual assets that set the commercial district apart.



National Accreditation

LDRC met the performance standards set by the National Main Street Center, a subsidiary of the National Trust for Historic Preservation. LDRC is required to submit work plans, statistics, and complete continuing education to be considered.

Updated Brand Identity

LDRC completed a rebranding of the organization, which places more of a focus on the downtown. The brand update infuses vibrancy and modernity in our organizational identity while acknowledging and honoring our historical roots.

New Board Members

LDRC gained four new board members in 2019/20. Board members serve on committees and help to make downtown LaBelle a destination.

ECONOMIC VITALITY COMMITTEE

GOAL: To focus on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Business Walks

LDRC teamed up with the LaBelle Chamber of Commerce and Hendry County Economic Development Council to visit local businesses. LDRC brought along resources from the Small Business Development Center and Small Business Administration.

Customer Service Training

Good customer service is vital to the ongoing success of any business. LDRC partnered with the Hendry EDC to provide training for local businesses and their employees. Good customer service is vital to the ongoing success of any business. LDRC also partnered with downtown merchants to provide Visit Florida hospitality training.

Rural Small Business & Entrepreneur Expo

LDRC partnered with other local agencies for a first of- its-kind event. This expo provided local and state resources and offered four individual classes designed to give entrepreneurs and small businesses support and daily operations training.



SBA South Florida @SBA_SouthFL · May 7, 2019

#SmallBusinessWeek Walk in LaBelle, Fla: Althea Harris, SBA South Florida; Dana Brunett, FGCU SBDC; Sonia Bartels, SCORE Ft. Myers; Kelly Boone, Mainstreet USA, LaBelle; Melissa Music, Hendry EDC; Yashira Mendez, USDA; Keitha Daniels, Hendry EDC. #HereinHendry



DESIGN COMMITTEE

GOAL: To focus on the visual enhancement of the downtown environment, such as building rehabilitations, streetscape, window displays, public improvements, signage, and parking.

Benches and Trash Receptacles

Through generous donations and community support, LDRC raised \$20,000 to place twenty-five benches and nine trash receptacles throughout the downtown district.

Statues

LDRC captured the community's strong connection with its youth by investing \$10,700 into playful children statues placed throughout the district.

Other Beautification Projects

In 2019, LDRC continued its commitment to district beautification through public art projects, employing local artists, and working alongside the City of LaBelle to add seasonal plantings to Barron Park. The LDRC office features a piano in the carport for public use, which has provided entertainment for walkers in the district. LDRC played a role in organizing the restoration of 'Old Betsy', LaBelle's fire truck.



TOP LEFT PHOTO: OAK WINGS CREATED BY MARCO RUIZ, CALOOSA BELLE BUILDING

BOTTOM LEFT PHOTO: LDRC MASCOT, FRITZ PROVIDING THE #LOWDOWNTOWN BENCHES LOCATED THROUGHOUT DOWNTOWN LABELLE

RIGHT PHOTO: GIRL & BOY READING LOCATED AT BARRON LIBRARY. PHOTO CREDIT: KATHY LEE

BELOW PHOTO: 'OLD BETSY' 1953 RESTORED LABELLE FIRE TRUCK



PROMOTIONS COMMITTEE

GOAL: To position the downtown as the center of the community and hub of economic activity while creating a positive image that showcases a community's unique characteristics.

Downtown Live Free Street Concerts

LDRC organized seven events on the first Friday of each month from October through April. Each event featured a unique theme and encouraged downtown nightlife, increased foot traffic, and additional sales to our downtown businesses. The concerts provided a fun evening for residents and visitors to enjoy.



FUN TIMES AT LDRC DOWNTOWN LIVE CONCERTS
ALONG FT THOMPSON AVENUE



BLUEBERRY LEMON STAR TWIST SOLD BY
CALOOSA KITCHEN AT THE SATURDAY MARKETS

Shop Downtown Outdoor Saturday Market

LDRC created a monthly Saturday Market Day to encourage local entrepreneurship, provide additional shopping opportunities, and increase foot traffic in Downtown LaBelle. Vendors benefited from free booth spaces due to the generosity of community investors that sponsored the event.

Small Business Saturday

Small Business Saturday, created by American Express, encourages communities to support small businesses during the year's busiest shopping weekend. LDRC is registered as a 'Community Champion' for Downtown LaBelle for three years, planning a full day of promotions.

LDRC Swag

LDRC has been fortunate to work with local talent to create keepsakes for our downtown. Sydney Roper of Muse Pottery handcrafted mugs promoting loving local and loving Downtown LaBelle. We had the honor of working with Lori Proctor of Mustard Seed Candle Co. to create a candle fragrance specifically designed to harness our downtown's unique scents, naming the candle 'The Fritz' after our LDRC Mascot. Lori passed in February of 2021; we treasure her candles and miss her immensely.

Christmas Downtown
Downtown Cash Mob
Easter Downtown
Found Art Friday
Howl-O-Ween

R.V. Games
Red, White & Tunes
Rentz Law Firm Cornhole Tournament
Scarecrows on the Wharf
Smoke Under the Oaks

Other 2019 & 2020 Events

ONLINE PRESENCE

8,654

FACEBOOK

1,271

INSTAGRAM

2.9K+

WEBSITE VISITORS

FUTURE PROJECTS

Fundraising efforts from 2019 and 2020 experienced great success. Due to our partnerships, corporate sponsorships, and private investments, plans are in the works to revitalize Barron Park. Giving back to the community is very important to LDRC. We will continue to support locals by hiring community contractors and businesses to develop our goal of bringing Barron Park to its full potential. We anticipate more Downtown LaBelle developments in the future due to the continuous cooperative spirit generously given to us.

FINANCIAL STATUS

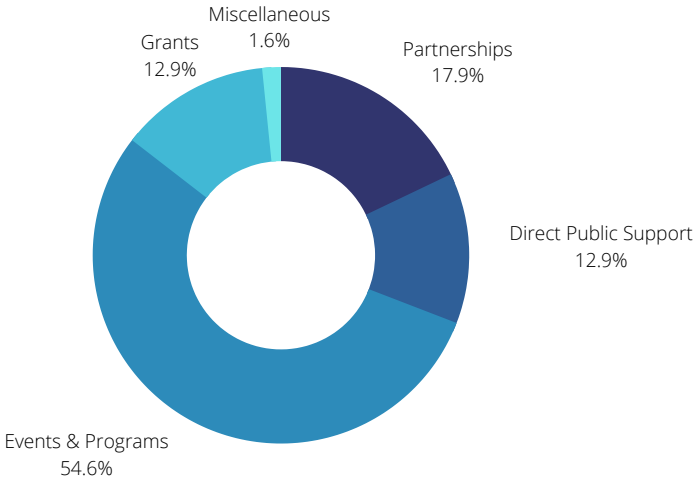
WHY DONATE?

Our commercial district drives income tax revenue for the City by creating a community where people want to work.

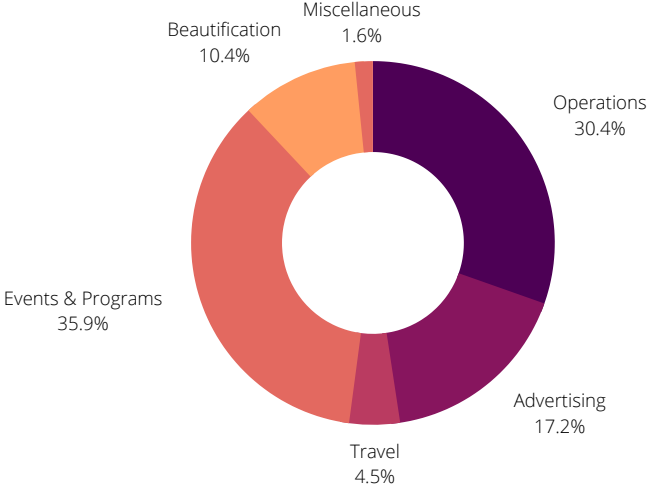
Our events fill the streets. Our small businesses build character, and our historic buildings build charm. Seniors retire to LaBelle, and young families raise their children here on the promise of calling LaBelle their home - a vibrant community full of opportunity.

As a 501 (c) 3 charitable nonprofit, we need your support to continue doing what we do.

2019/20 REVENUE



2019/20 EXPENSES



MAIN STREET IN NUMBERS



There may have been a time when preservation was about saving an old building here and there, but those days are gone. Preservation is in the business of saving communities and the values they embody.

-Richard Moe, National Trust for Historic Preservation

THANK YOU!

We could not do what we do without the support of our partners. These local businesses, organizations, and community members invest in our mission enabling us to invest in our community. Thank you for supporting our movement and helping to strengthen Downtown LaBelle.

Members & Sponsors

Ms. Vicki Burke
Ms. Shelly Carnevalino
Mr. & Mrs. Nisbet Jr.
Mrs. Margie Stevens
Nisbet Enterprises
Overberg Properties, LLC
The Rentz Law Firm, PLLC
Riverside Camp & Retreat Center
Maya Interpreters
Southern Heritage Real Estate & Investments, Inc
Anchor Point Fitness Club
Swamp Cabbage Festival
Rocket Cooling
Family Eye Care
Frank's Roofing
Ms. Swea Nightingale
Mrs. Lisa Sands
Ms. Amber Vojak
Ms. Micah Mims
Caloosa Custom Cabinets
Hendry County Tourism
Short Cakes
GCHHI
Circle C Farms
Mrs. Bobbie Spratt
Ms. Sherrie Easterly
Mr. Jesse Cuello
Mr. Greg Bone

Mr. & Mrs. Bilcsik
Mr. & Mrs. Briner
Mr. & Mrs. Nisbet
The Gardner Family
Mr. & Mrs. Ferguson
Thistle & Thorn
Blue Ribbon Homebuilders, Inc.
Heartland Homes of Florida
Belle Realty Co
Florida Southwestern State College,
Hendry Campus
Riverside Real Estate Inc
State Farm Insurance
Bruce Hendry Insurance
Airglades International Airport, LLC
Mr. Charlie Barnes
Ms. Karan Roach
Ms. Linda Corbitt
Ms. Heather Holt
Legacy Custom Printing
Roetzel & Andress, LPA
Sprout Catering
Lake Okeechobee News
South West Florida Pods Angels Family
Support Group Inc.
Mrs. Sarah Catala
Ms. Jackie Ratica
Mr. Brandon Jett
Mrs. Kelly Boone

Mr. & Mrs. Finks
Mr. & Mrs. Imhoff
Mr. & Mrs. Paul
Mr. & Mrs. Prevatt
Mr. Luis Maldonado
BMF Electric Inc.
Belle's Ice Cream Bar
Harold P. Curtis Honey Co.
Oak Electric LLC
Cox Air Conditioning, Inc
On Point Ag
Forrey Grill
Al Mims LLC
Rick's Barber Shop
Suncoast Credit Union
U.S. Sugar
Mr. Angel Pardo
Mr. Keith Callaghan
Me & My Girls Antiques, Home
Décor & Lots More
Mr. & Mrs. Marsh
City of LaBelle
Caloosa Belle
Events by Dee
SouthCentralFloridaLife.com
Mr. Matt Rentz
Ms. Keitha Daniels
Mr. Alex DeStefano
Mrs. Christine Eaton

OUR 2019/2020 PARTNERS

8 Park Avenue
Labelle, FL. 33935



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