

# 2023-24

## Annual Report

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**Prepared by**  
Clare Schmitt,  
Secretary

**Presented by**  
Ellen Aders,  
President



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# Letter from Our President

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It is with great pleasure that I share with you the first impact report from Downtown Front Royal, Inc. Our organization, in collaboration with our valued community partners, continues our mission of strengthening Front Royal and Warren County through the preservation and economic growth in our downtown historic district. As President of DFRi, I am inspired by the dedication and commitment of our community members who work tirelessly to preserve the rich heritage of our downtown area while fostering growth.

Our community has achieved remarkable milestones over the past year, including revitalizing storefronts, attracting new businesses, and creating vibrant public spaces that enhance the quality of life for residents and visitors alike.

Your efforts have not only preserved the unique character of our historic district but have also stimulated economic activity, driving growth and prosperity for our Main Street.

As we look towards the future, we will continue working with passion and determination to build upon our achievements and ensure economic vitality for generations to come. Thank you for your ongoing commitment to DFRi.

Together, we are shaping a brighter future for our community.

With Gratitude,

*Ellen  
Aders*  
President

**\$20K**

Obtained in  
Grant funding

**12**

Downtown Events  
DFRi Volunteered  
& Participated

**20**

Donors &  
Volunteers

# About DFRi

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Founded on the principles of preservation and economic growth, Downtown Front Royal, Inc. works to be a beacon of community collaboration and revitalization in the heart of Front Royal and Warren County. Committed to our mission of strengthening the fabric of our historic district, we partner with local stakeholders to breathe new life into our downtown, preserving its rich heritage while fostering an environment ripe for sustainable economic development. Through strategic initiatives, programs, and the tireless dedication of our volunteers and supporters, we continue to work to make meaningful strides toward our vision of a vibrant, thriving downtown that serves as a focal point for residents and visitors alike.

# Meet Our Board



**ELLEN ADERS**  
PRESIDENT



**JODI WINTRODE**  
VICE PRESIDENT



**CRAIG LAIRD**  
TREASURER



**CLARE SCHMITT**  
SECRETARY

# Meet Our Board



**BRIAN CONLEY**  
BOARD MEMBER



**CHRISTOPHER KENWORTHY**  
BOARD MEMBER



**DANIELLE HAASE**  
BOARD MEMBER

# Meet Our Board



**LIZI LEWIS**

EX OFFICIO BOARD MEMBER



**JOE PETTY**

EX OFFICIO BOARD MEMBER



**NIKI FOSTER**

EX OFFICIO BOARD MEMBER

# Vision & Mission

## Vision

DFRi works to create a downtown for the community that captures the vibrancy and passion of the historic district.

## Mission

Through collaboration with community partners, Downtown Front Royal, Inc. is strengthening our Front Royal and Warren County community through preservation and economic growth in our downtown historic district.



# Our History

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**2007**

Article of Incorporation  
Established

**2022**

Ellen Aders gathered a  
group to revitalize DFRi

**JAN 2023**

New board established

**SEPT 2023**

DFRi awarded Community  
Vitality grant from Virginia  
Main St

**FEB 2023**

DFRi Strategic Retreat -  
Built 2-year plan



# Year in Review

This past year, DFRi. made strides in revitalizing our community's heart, embodying our vision to enliven the historic district with vibrancy and passion. We kicked off the summer with our inaugural community event, "Nacho Average Party," celebrating Cinco de Mayo, bringing together residents and visitors alike to enjoy the cultural richness of our Main St. The formation of dedicated committees has further strengthened our organizational structure, allowing us to focus on areas such as economic development, design, community engagement, and more. Our board retreat was pivotal, setting a strategic plan that aligns with our long-term vision and immediate community needs. Our Farmer's Market has launched with opening day on May 12th, providing a weekly gathering spot where locals can connect and enjoy fresh, local produce. Each of these initiatives marks a step forward in our mission to strengthen our Front Royal and Warren County community in our downtown historic district.

## Highlights



### Summer

Cinco de Mayo "Nacho Average Party"  
Community Event

### Fall

Committees are formed



### Winter

Board Retreat with Jennifer Goldman, Main St. expert. Strategic plan is developed

### Spring

Farmers Market is launched!

# Financial Statements

## FINANCES

### Current Assets

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Cash	\$12,283.53
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### Liabilities

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Accounts Payable	\$48.51
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### Revenues

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Total Revenue	\$
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### Expenses & Deductions

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Purchases	\$
Operating Expenses	\$
Utilities	\$0
Maintenance	\$0

## FUNDING SUMMARY

**\$7500+**

Donations

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**\$0**

Government Funding

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**\$15000**

Grants

# HELPING MAIN STREET GROW TOGETHER.

While the year brought many unique challenges, DFRi successfully relaunched and held our first community event on May 5th, 2023.

	Projects	Details	Outcome
01	Obtain VMS Community Vitality Grant	Apply and win the CVG in order to build organizational structure and provide lasting impact	Obtained over \$20K in grant and matching funding
02	Build Community	Hold events for community connection and increase Main St foot traffic	Nacho Average Party Car Show Family Fun, Day, Festival of Leaves and other events
03	Farmers Market	Launch a Farmers Market on Main St. in response to community requests	Farmers Market launched with Opening Day on May 12th, 2024!



"The first step for many business owners is asking for help. When that happens, we want to be there to provide everything they need."

-Ellen Aders

# WE'D LIKE TO THANK ALL OUR DONORS FOR THEIR GENEROUS SUPPORT

## ACKNOWLEDGEMENTS

We extend our sincerest gratitude to all who have contributed to our success – from volunteers and donors to local businesses and government officials. Your unwavering support has been instrumental in realizing our shared vision for a thriving downtown Front Royal.

**John & Joyce Marlow**  
**George McIntyre**  
**Rob MacDougall**  
**Holly Rhodenhizer**  
**Joe & Samantha Barber**  
**Jen Avery**  
**Ken Evans**  
**Craig Laird**  
**Michael Whitlow**

**CS Integrated Solutions**  
**State Farm - Ellen Aders**  
**On Cue Sports Bar & Grill**  
**State Farm - Bill Powers**  
**Chamber of Commerce**  
**Turning Leaf Realty**  
**enCircle**

# Contact Us



813-719-0014



[info@downtownfrontroyal.com](mailto:info@downtownfrontroyal.com)



[www.downtownfrontroyal.com](http://www.downtownfrontroyal.com)

