

I. CHESTER COUNTY COMMUNITY FOUNDATION GRANT PROPOSAL SUMMARY SHEET

Contact Information

Organization Name: Oxford Mainstreet Inc.
Address: 13 South Third St, Oxford PA 19363
Phone: 610 – 998-9494
Website: www.oxfordmainstreet.com
Year Incorporated: 2000
FEIN: 23-3008808
lsleesman@oxfordmainstreet.com

Date: 9/11/2023

ED/CEO Name: Julia Ehrhardt
ED/CEO E-mail: jehhardt@oxfordmainstreet.com
Board Chair Name: Ed Herr
Board Chair Approval (check here): YES
Primary Contact Name: Leslie Sleesman
Primary Contact E-mail:

Organization Information:

Field/s of Interest:

Arts, Culture & Humanities Environment/Animal Welfare Education
 Health Human Services Religion

Mission: The mission of Oxford Mainstreet, Inc. is to serve as the catalyst to unify and partner with supporting organizations to promote and foster economic growth and stability within the Business Improvement District (BID) and surrounding area, while preserving Downtown Oxford’s rich historic and cultural identity.

Geographic Area Served (If not all of Chester County, specify primary Chester County regions served): We primarily serve the Business Improvement District as well as the larger Oxford community.

Describe Population Served & Annual Number of People Served: The community boasts a population of around 5,700 people. Oxford Mainstreet routinely serves 2000-3000 people at our First Friday events May-December. We also serve our core group of just over 60 small businesses in our Business Improvement District. Annually, we estimate to serve over 30,000 people at our various events. This doesn’t include folks who enjoy our beautification efforts in Oxford.

Annual Budget \$ <u>241,743.92</u>	<u>2</u> # of Full-Time Equivalent Paid Staff
<u>36</u> % of budget for program expenses	<u>18</u> # of Board Volunteers
<u>39</u> % of budget for administrative expenses	<u>29</u> # of Active Non-Board Volunteers
<u>25</u> % of budget for fundraising expenses	<u>1680</u> # of Volunteer Hours
<small>100 % total</small>	

Top 3-5 funding sources: Business Improvement District taxes, Sponsorships, Event & Ticket sales.

Is this grant proposal for: Capacity Building or General Operating ?

If Capacity Building Proposal, the focus is:

Mission, Vision & Strategy Governance & Leadership Partnerships & Collaborations
 Fundraising, Development & Marketing Technology Other: _____

Grant Amount Requested from the Community Foundation: \$5000

Proposal Summary: Oxford Mainstreet is at a turning point in our organization’s history. We have just hired a new Executive Director, are planning on a new Chairman in the next 18 months and are also working on Board training and writing a Strategic Plan. **We are creating a firm foundation for our organization so that we can better meet the needs of the Oxford community going forward!**

Oxford Mainstreet: Funding the Future

Dear Grant Committee,

I am writing to you on behalf of Oxford Mainstreet Inc., a non-profit organization serving small businesses in the Business Improvement District (BID) of Oxford, Pennsylvania. Our mission is focused on beautification, revitalization, place-making, and economic development in collaboration with the Oxford Borough. We are at a pivotal moment in our organization's history, as we just hired a new Executive Director and are focused on ensuring a successful transition to a new Chairman within the next 18 months.

At this crucial juncture, Oxford Mainstreet Inc. is requesting a \$5,000 grant to support our efforts in ensuring that our organization is ready to meet the moment.

Why now? One of the most exciting projects in our pipeline is the revitalization and redevelopment of the Historic Oxford Theater. We are proud and honored to be the recipients of a RACP grant in the amount of 2.1 million dollars. As we work to make this project a reality for the community, it has highlighted the importance of making sure our organization's house is in order. As we began on this journey, we've taken advantage of workshops from local non-profit consultants and the helpful resources available to us online via organizations like the Chester County Community Fund.

The grant money will be used to support three key areas over the next 6-18 months:

1. **Succession Planning** – As we prepare to transition to a new Chairman for the first time in nearly a decade, it is crucial for us to develop a robust succession plan that ensures smooth leadership transitions and maintains the continuity of our organization's mission and goals. The grant funds would allow us to engage consultants that will provide us with the guidance and expertise needed to navigate this critical process effectively.
2. **Strategic Planning** – Oxford Mainstreet Inc. recognizes the importance of aligning our goals and initiatives with the needs of our business community and local residents that the small businesses in our BID rely on. In the next 12 months, we aim to develop a strategic plan that encompasses innovative approaches to beautification, revitalization, and economic development. Our organization has never had a strategic plan – we have goals, of course, but with all our changes organizationally, it's imperative that we refocus our efforts and make sure everyone is on the same page about our future. With this grant support, we will be able to convene community stakeholders, conduct thorough research, and engage expert consultants to assist with crafting a comprehensive and forward-thinking roadmap. As an example, we have identified an expert in survey design and data analysis who will be assisting us in getting actionable feedback from multiple sources in the community.
3. **Capacity Building** – We also strive to ensure continuous capacity building. The grant funds would allow us to provide professional development opportunities for our staff and

board members, ensuring they have the necessary skills and knowledge to lead our organization confidently into the future. As an organization, OMI has never had any board training before, but this is something we want to change. As a staff, we've identified this as something that has really slowed our long-term progress. This grant will also help us to develop social media campaigns to enhance public awareness of our organization's efforts and attract more volunteers and donors.

In conclusion, Oxford Mainstreet Inc. is poised for remarkable growth, and with the support of this grant, we can make significant strides toward making sure that growth is done responsibly and effectively. By investing in our succession planning, strategic planning, and capacity building, we will be better equipped to address the evolving needs of our small businesses and local community. We are grateful for your consideration and believe that this grant will make a substantial impact on our organization's future success and allow us to multiply those funds for good in the Oxford community.

Thank you for your time and support.

Sincerely,

Leslie Sleesman
Executive Vice Chair
Oxford Mainstreet Inc.