



shop...



explore...



dine...



bask...

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DOWNTOWN BELOIT

All-America City Award Winner Most Romantic Main Street Award Winner
Travel & Leisure's Top 20 Greatest American Main Streets

2017

Annual Report



Business Improvement District



WHAT IS...

THE DOWNTOWN BELOIT ASSOCIATION?

It is a **collaboration** of property owners, business people & community volunteers who have jointly committed to the mission of revitalizing & managing Beloit's Central Business District, utilizing the Main Street Four-Point Approach as established by the National Trust for Historic Preservation.

ORGANIZATION

- ⇒ National accreditation from National Trust for **Historic Preservation**. This is an annual process.
- ⇒ Continued accreditation from Wisconsin **Main Street** Program.
- ⇒ Annual **fundraising**, business sponsorships, investment & savings account for 68% of revenue budget. BID assessments account for 32% of budgeted income. The DBA is audited on an annual basis.
- ⇒ **Executive Director** continues to serve on the City Center Council & the City of Beloit's Economic Development Rapid Response Team.
- ⇒ **Facebook** presence now to 4,047 likes on main page (16.8% increase) & 7,185 likes on Beloit Farmers' Market page (25.5% increase).
- ⇒ Continued Constant Contact weekly email **newsletters** to 1,544 people (23.8% increase).
- ⇒ Continued Downtown Beloit Marketing Campaign promoting businesses with "Shop & linger, where **customers** are friends".
- ⇒ 2014-2018 **Strategic Plan** benchmarks updated. 50% at or above goals.
- ⇒ **Annual Giving** campaign continued.
- ⇒ **Billboard** donated by McDonalds of Beloit on I-90.

946
VOLUNTEER HOURS

DEDICATED TO
DOWNTOWN BELOIT

VALUED AT
\$ 21,814.76

PROMOTIONS

- ⇒ Magnetic **calendars** of events printed & distributed.
- ⇒ Hosted over 50 days of events in downtown Beloit!
 - 5th Annual **Easter Eggstravaganza** with over 500 children.
 - Over 40 artists at 15th Annual **ArtWalk** were at 26 locations; including 3 live music venues. **Banner Contest** sponsored by Visit Beloit produced 33 new banner concepts with four being chosen to be reproduced, premiering Spring 2018.
 - Over 2,300 lunches were served at 28th Annual **Fridays in the Park** summer concert series.
 - **Beloit Farmers' Market** continued each Saturday May through October with an average of nearly 10,000 daily visitors.
 - **Celebrate Weekend & Street Dance** celebrated 24 years with about 2,700 people attending; with 69 volunteers helping to implement the event.
- 4th Annual **Oktoberfest** with over 700 people in attendance; 70 lunches & over 70 volunteers.
- Collaborated with Visit Beloit on **Sip & Stroll**.
- Over 400 children joined us for our 28th Annual **Halloween Costume Parade & Party**.
- There were an enormous amount of spectators along the route for the 25th Annual **Grand Lighted Holiday Parade** with almost 30 participants.
- The 14th Annual **Holidazzle** hosted almost 60 registered artists at 30 locations; including 5 live music venues & continued giveaway program.
- ⇒ **Beloit Farmers' Market Study** shows an estimated \$580,000 in vendor sales & an estimated \$1.3 million in sales for downtown businesses.
- ⇒ Continued **marketing** strategy promoting "Live Music almost every night in Downtown Beloit". Calendar on our website & promotions are shared on Facebook.

2017 highlights

four-point approach to main street revitalization

"Shop & linger, where customers are friends."

DESIGN

⇒ Façade & Sign **Grants** continued.

- 419 E. Grand Avenue
- Attic Quilts
- Fresco Fajita House
- Jewelry by Christopher
- Stateline Mental Health Services
- The Villager Gallery & Framing

⇒ New **pedestrian bridge** installed.

⇒ Notable Building **Improvements**:

- CELEB Center
- Ironworks Golf Lab
- Stateline Family YMCA

⇒ Hanging baskets & **urns** continued.

⇒ Ground **plantings** on the corners of State & Grand sponsored by First National Bank & Trust Co.

⇒ **Sculptures** utilized seasonally.



Photos by Mark Preuschl

YEAR IN REVIEW:

222 new jobs / 56 net gain

13 new businesses / 2 net gain

**\$ 12,411,072.78
private investment**

ECONOMIC VITALITY

⇒ Bi-monthly business & property owner **meetings**.

⇒ Downtown **Redevelopment** Plan on website & used as a tool with developers.

⇒ Continued **website** updates.

⇒ Business **Survey** Conducted.

⇒ Distributed 1,200 **directories** to downtown businesses & all area hotels.

⇒ New **Businesses**:

- ABC Supply (CFS Dept.)
- Alzheimer's & Dementia Alliance of WI

- Attentive Counseling
- Brownfield Environmental
- Ironworks Golf Lab
- Golden Nutrition
- Homes Thru Financial Freedom
- J & G Coins, Rings & Things
- Jewelry by Christopher
- Re/Max Ignite
- Rojas Boxing Gym
- Stateline Family YMCA
- World Financial Group

2017 highlights

2017 BOARD OF DIRECTORS

Peter Fronk, Barnes & Noble-Turtle Creek Bookstore
(Chair)

Stephanie Knueppel, Stateline Mental Health Services
(Vice Chair)

Jessica Hernandez, First National Bank & Trust Co.
(Secretary/Treasurer)

Guy Bucciferro, McDonalds of Beloit

Richard Hulburt, HKB Appraisals

Dr. Douglas Kelley, Beloit Family Eye Care

Teala Lamoreux, Northwoods Premium Confections

Malinda Obershaw, Beloit Daily News

Jim Packard Jr., Regal Beloit

Mark Preuschl, Beloit City Council

Betsy Schmiechen, The Villager Gallery & Framing & My
Apt. @429

Elaina Szyjewski, Beloit College

STAFF

Shauna El-Amin, Executive Director

Crystal Cribbs, Promotions Coordinator

FROM THE CHAIR...

Twelve years ago, I was fortunate to find work in Beloit. Shortly afterward, I had the added fortune of being invited to join the DBA as a Promotions committee member, then its Chair, & eventually the Board Chair these past few years.

Throughout this time, the amount of change that has occurred in our downtown cannot be understated. We have seen numerous new businesses, jobs, renovations, events, & much more that has made Beloit a premier destination. These accomplishments have set the bar high in our area, throughout the state, & beyond. Although these improvements are far too many to list, the one constant has always been the people. The DBA staff, board, committees, volunteers, & sponsors are comprised of the best of this community. They exude unwavering attributes, including: enthusiasm, caring, self-sacrifice, hard work, pride, & vision. These people remain the foundation for the successes in Downtown Beloit, & will continue to be for a successful future.

This year marks my time to step down & make room for new leadership to continue the DBA's mission. The individuals assuming these roles, & those who remain, are more than fit for the task. My faith in the staff & volunteers is only matched by my gratitude for the time spent working side by side with such exceptional people. I wish to thank everyone at the DBA, our generous sponsors, our incredible volunteers, & most of all the Beloit community for making me feel at home from the first day I arrived!

	2018 Budget	2017 Actual*
BID Assessment	\$ 130,000.00	\$ 130,289.46
General Income	54,302.00	60,979.70
Promotions Income	136,700.00	132,319.68
Design Income	3,500.00	5,061.52
Carryover	44,302.04	26,864.77
Total	\$ 368,804.04	\$ 355,515.13
General Expenses	126,784.00	151,109.01
Promotion Expenses	147,700.00	125,406.36
Economic Expenses	2,750.00	3,365.00
Design Expenses	29,500.00	31,332.72
Total	\$ 306,734.00	\$ 311,213.09
Carryover	\$ 62,070.04	\$ 44,302.04

*pending final audit

