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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

2018

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 65% of revenue budget. BID assessments account for 35% 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.
- ⇒ Started new Downtown Beloit **Gift Card** Program.
- ⇒ **Facebook** presence now to 4,538 likes on main page (12% increase) & 8,486 likes on Beloit Farmers' Market page (18% increase).
- ⇒ Continued Constant Contact weekly email **newsletters** to 1,957 people (26.7% increase).
- ⇒ Continued Downtown Beloit Marketing Campaign promoting businesses with "Shop & linger, where **customers** are friends".
- ⇒ 2014-2018 **Strategic Plan** benchmarks updated. 67% at or above goals.
- ⇒ Continue **billboard** donation by McDonalds of Beloit on I-90.

968
VOLUNTEER HOURS

DEDICATED TO
DOWNTOWN BELOIT

VALUED AT
\$ 23,226

PROMOTIONS

- ⇒ Magnetic **calendars** of events printed & distributed.
- ⇒ Hosted over 50 days of events in downtown Beloit!
 - 6th Annual **Easter Eggstravaganza** with over 300 children.
 - Over 30 artists at 16th Annual **ArtWalk** were at 19 locations; including 5 live music venues.
 - **Ornament Contest** held and winner reproduced.
 - Over 2,300 lunches were served at 29th Annual **Fridays in the Park** summer concert series.
 - **Beloit Farmers' Market** continued for the 43rd season each Saturday May through October with an average of over 10,000 daily visitors.
 - **Celebrate Weekend & Street Dance** celebrated 25 years with over 3,000 people attending.
 - 5th Annual **Oktoberfest** with over 1,200 people in attendance.
- Held our first annual Spring and Fall **Wine Walks** with both selling out.
- Over 600 children joined us for our 29th Annual **Halloween Costume Parade & Party**.
- There were an enormous amount of spectators along the route for the 26th Annual **Grand Lighted Holiday Parade** with 40 participants.
- The 15th Annual **Holidazzle** hosted almost 70 registered artists at 35 locations; including 7 live music venues & continued giveaway program.
- ⇒ **Beloit Farmers' Market Study** shows an estimated \$907,000 in vendor sales & an estimated \$1.8 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.

2018 highlights

four-point approach to main street revitalization

"Shop & linger, where customers are friends."

DESIGN

⇒ Façade & Sign **Grants** continued.

- 625 E. Grand Ave.
- Always & Forever Formal Wear
- Century 21
- Chester Square
- First National Bank & Trust Co.
- Historic Strong Building
- Infused Solace Massage Therapy
- Nine Bells & Cat Tails

⇒ Notable Building **Improvements**:

- Hotel Goodwin & Velvet Buffalo Café
- McDonalds of Beloit
- truk't & Blue Collar Coffee

⇒ New **raised beds** and self watering hanging baskets.

⇒ Hanging baskets & **urns** continued.

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

⇒ **Sculptures** utilized seasonally.



Some photos provided by Mark Preuschl

YEAR IN REVIEW:

63 new jobs / 52 net gain

11 new businesses / 3 net gain

**\$ 14,944,784
private investment**

ECONOMIC VITALITY

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

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

⇒ Continued **website** updates.

⇒ Distributed over 1,800 **directories** to downtown businesses & all area hotels.

⇒ New **Businesses**:

- Blue Collar Coffee
- Cup & Cake Bakeshop

- Entre Computer Systems
- Gibson Enterprises
- Hotel Goodwin
- Nine Bells & Cat Tails
- Rally Appraisal
- Rock County Rocks and Gems
- truk'd
- Velvet Buffalo Café
- Walnut Creek Apparel & Gifts

2018 highlights

2018 BOARD OF DIRECTORS

Stephanie Knueppel, Stateline Mental Health Services
(Chair)

Malinda Obershaw, Beloit Daily News (Vice Chair)

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

Stephanie Ashley-Hoppe, Ironworks Hotel

Guy Bucciferro, McDonalds of Beloit

Nicole Clewer, Beloit College

Richard Hulburt, HKB Appraisals

Beth Jacobsen, Beloit City Council

Dr. Douglas Kelley, Beloit Family Eye Care

Teala Lamoreux, Northwoods Premium Confections

Mike Marquette, Century 21

Jim Packard Jr., Regal Beloit

Elaina Szyjewski, Beloit College

STAFF

Shauna El-Amin, Executive Director

Crystal Cribbs, Promotions Coordinator

FROM THE CHAIR...

2018 was again an exciting year for Downtown Beloit. As in past years, we once again added the number of businesses, employees, and events while increasing revenue downtown and for the Downtown Beloit Association.

What was most exciting for the DBA in 2018, however, was celebrating our 30th year as an organization. We were one of the five original Wisconsin Main Street members. Some of the highlights from 2018 included; adding a Downtown Beloit gift card program, the addition of a Spring and Fall Wine Walk, and an ornament contest to commemorate our 30th anniversary. All of these were very successful!

We recently had our 5-year strategic planning meeting and realized how many wonderful accomplishments we've made in the past few years. We are excited to see what the next five years bring!

Stephanie Knueppel

	2019 Budget	2018 Actual*
BID Assessment	\$ 130,000.00	\$ 130,000.00
General Income	17,805.00	63,279.99
Promotions Income	155,700.00	153,220.23
Design Income	3,500.00	2,707.31
Carryover	*59,135.16	30,463.20
Total	\$ 366,140.16	\$ 379,670.73
General Expenses	89,490.00	126,930.08
Promotion Expenses	160,000.00	155,758.85
Economic Expenses	2,750.00	3,002.84
Design Expenses	29,500.00	34,843.80
Total	\$ 281,740.00	\$ 320,535.57
Carryover	\$ *84,400.16	\$ 59,135.16

*pending final audit

