

Noteworthy Activities

- Adopted 2019 Strategic Plan
- 3 Façade Grants Given
- 6 Sign Grants Given
- Revenue Budget: 35% BID Assessment, 65% Fundraising, Sponsorships, Investment & Savings
- New Speaker System Installed on State Street with Grant Funds

Downtown Growth & Investment

175

Businesses

\$3.3M

Investment

11

Events

205,273

Attendees

MARKETING REACH



10,447

Farmers' Market
followers



5,498

DBA
followers



29,387

Website
views

Businesses Assisted



10 New Businesses

3 Property Renovations

6 Properties Sold

22 New Jobs Created

Business Mix



16%

Retail

12%

Dining

59%

Service

100%

AMAZING

160
Downtown
Gift Cards Sold
*first full year

4%
Vacancy Rate

959
Volunteer
Hours
= \$23,016

Downtown Beloit 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.

Want to learn more or get more details? Great! Call or follow us at:

608.365.0150
400 E. Grand Ave., Suite 300
Beloit, WI 53511
Facebook: DowntownBeloit or
BeloitFarmersMarket
www.downtownbeloit.com



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From Chair Stephanie Knueppel: The Downtown Beloit Association again had an amazing year! We continued to host record-breaking events and add new energy to Downtown Beloit. We currently support 175 businesses and are proud to report having very few vacancies downtown. It's exciting to celebrate the longevity of some of our long-standing businesses while also welcoming new interesting opportunities to our downtown community. In 2019 we welcomed over 205,000 attendees to our events. In addition, we saw our Downtown Beloit gift card program flourish by selling 160 cards. We continue to be grateful for our generous sponsors who provided a total of \$121,000 in 2019. We also continue to be thankful for our amazing volunteers who make everything we do possible. In 2019, we recorded over 950 volunteer hours. Also in 2019, the board adopted our new 5-year strategic plan. We're looking forward to seeing our vision for the next five years unfold and keeping Downtown Beloit the wonderful, unique place it is.

DOWNTOWNBELOIT.COM

Downtown
BELOIT Association
400 E. Grand Ave., Suite 300
Beloit, WI 53511



2019
Annual
Report

Downtown
Beloit