

## Noteworthy Activities

- 4 Façade Grants Given
- 8 Sign Grants Given
- Revenue Budget: 33% BID Assessment, 67% Fundraising, Sponsorships, Investment & Savings
- Moved into a new building
- Created the Beloit WINTER Farmers' Market

## Downtown Growth & Investment

**174**

Businesses

**\$39M**

Investment

**7**

Events

**33,327**

Attendees

# MARKETING REACH



**12,125**

Farmers' Market  
followers



**6,425**

DBA  
followers



**22,039**

Website  
views

## Businesses Assisted



**12** New Businesses

**3** Property Renovations

**2** Properties Sold

**22** New Jobs Created

## Business Mix



**17%** Retail

**13%** Dining

**58%** Service

**100%** RESILIENT

**280**  
Downtown  
Gift Cards Sold

\*second full year

**5%**  
Vacancy Rate

**432.5**  
Volunteer  
Hours  
= \$10,380

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  
557 E. Grand Ave.  
Beloit, WI 53511  
Facebook: DowntownBeloit or  
BeloitFarmersMarket  
[www.downtownbeloit.com](http://www.downtownbeloit.com)



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**Shauna El-Amin**, Executive Director

**Crystal Cribbs**, Promotions Coordinator

**From Chair Stephanie Knueppel:** Our board, committees & staff have constantly tried to rally, strategize, reinvent, & salvage whatever we could in an incredibly challenging year. We all very much missed our big events, however, we are grateful that we were able to make Fridays in the Park-ing Lot, Fall Wine Walk, Holidazzle, & a unique version of our holiday parade happen. We are also incredibly thankful that both our summer & winter Farmers' Markets have still been able to happen. As you can also imagine, the loss of events has resulted in a significant financial hit for the DBA. Still, through the challenges we faced in 2020 & continue to experience, DBA has remained fierce in our support of our downtown businesses. We have worked diligently to develop new concepts to keep people coming downtown to shop, dine & stay through a variety of contests and promotions. I wish I had record numbers to report, & while I don't, I do have a plea to all of you. If ever there was a time to support the DBA & our downtown businesses, it is now. Please consider sponsoring our events or making a donation to this amazing organization. Please dine in our downtown restaurants or order food to go. Shop our amazing, unique local shops. And consider a weekend stay-cation at our lovely downtown hotels. Consider buying gift cards from the DBA or our local businesses for your staff, family, & friends. Spread the word of what DBA is still doing & encourage people to participate. Invite everyone you know to visit downtown Beloit. I hope to see you all dancing in the streets in August! Until then, stay safe & please consider supporting the Downtown Beloit Association & all our local businesses. Thank you.

DOWNTOWNBELOIT.COM

**BELOIT Association**  
Downtown  
557 E. Grand Ave.  
Beloit, WI 53511



2020  
Annual  
Report

**Downtown  
Beloit  
Association**