

Noteworthy Activities

- 4 Façade Grants Given
- 3 Sign Grants Given
- Revenue Budget: 36% BID Assessment and 64% Fundraising, Sponsorships, Investment & Savings
- Downtown welcomed a new state of the art baseball stadium

Downtown Growth & Investment

188

Businesses

\$48M

Investment

11

Events

57,747

Attendees

MARKETING REACH



13,628

Farmers' Market
followers



7,267

DBA
followers



30,937

Website
views

Businesses Assisted



10 New Businesses

2 Property Renovations

1 Properties Sold

46 New Jobs Created

Business Mix



21% Retail

12% Dining

64% Service

100% UNITED

235
Downtown
Gift Cards Sold

3%
Vacancy Rate

573
Volunteer
Hours
= \$15,448.08

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



2021 Board of Directors

Stephanie Kneuppel, Staseline Mental Health Services (Chair)

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RoseAnn Haedt, Hendricks Commercial Properties

Matt Lee, Century 21 Affiliated

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Staff

Shauna El-Amin, Executive Director

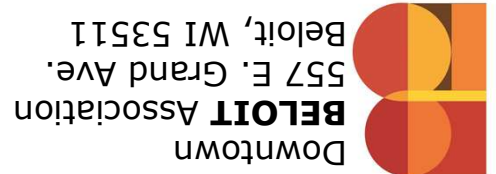
Lisa Fenrick, Promotions Coordinator

From Chair Stephanie Kneuppel: While we continued dealing with the effects of the pandemic in 2021, we are grateful to have been able to host many more of our annual events this past year. Our board, committees & staff continued working diligently over the past year to keep events going & generating revenue for the organization. We have also continued looking for new ways to support downtown businesses. As always, we are thankful for the amazing support we receive from individuals & businesses & encourage anyone not already doing this to get involved with volunteering, sponsoring events or simply making a donation to our great organization.

I wanted to share a couple things to celebrate from 2021. We are happy to report an increase of 13.1% of followers of the DBA Facebook page & an increase of 12.4% for our Farmers' Market page. In addition, we sold 235 Downtown Beloit gift cards. Our gift cards make great gifts for your staff, family, & friends.

In closing, I would like to again encourage people to continue dining in our downtown restaurants & shopping our amazing, unique local shops. I also encourage you to consider a weekend stay-cation at one of our lovely downtown hotels. We hope to see you strolling the downtown streets soon & until then, we wish you all health & safety & hope you consider supporting the Downtown Beloit Association & all of our local businesses. Thank you.

DOWNTOWNBELOIT.COM



2021
Annual
Report

**Downtown
Beloit
Association**