

Noteworthy Activities

- 5 Façade Grants Given
- 3 Sign Grants Given
- Revenue Budget: 30% BID Assessment & 70% Fundraising, Sponsorships, Investment & Savings

Downtown Growth & Investment

178

Businesses

\$1.8M

Investment

11

Events

131,492

Attendees

MARKETING REACH



15,248

Farmers' Market
followers
up 11.9%



8,252

DBA
followers
up 13.6%



32,461

Website
sessions
up 4.9%

Businesses Assisted



12 New Businesses

3 Property Renovations

4 Properties Sold

24 New Jobs Created

Business Mix



21%

Retail

12%

Dining

67%

Service

100%

STRONG

95

Downtown
Gift Cards Sold

4%

Vacancy Rate

603

Volunteer
Hours
= \$18,052.36

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



2022 Board of Directors

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Rich Wolter, Bucciferro Family McDonalds

Staff

Shauna El-Amin, Executive Director

Anne Soderberg, Promotions Coordinator

From Chair Stephanie Knueppel: While we continue to feel & recover from the effects of the pandemic, we were happy to see some wonderful progress in 2022, both for our businesses & our events.

First off, we are very excited to report that sponsorships for the DBA were up 83% in 2022. This is certainly a testament to our local businesses & supporters, but also the hard work & dedication of our Executive Director, Shauna. Thank you sponsors! If you haven't become a sponsor yet, we do have our sponsorship forms available & encourage you to consider sponsoring some of our fun events.

We were also thrilled to bring home three WI Main Street awards last spring, being honored with Best New Building Project for ABC Supply Stadium, Best New Interior Renovation Project Under \$50,000 to Lux Cuts and last but not least, Volunteer of the Year to our beloved Tim Taylor. Congratulations to you all!

We were also VERY excited to welcome Anne Soderberg as our new Promotions Coordinator. Anne joined us mid-November & we are absolutely thrilled to have her onboard! While Shauna did an amazing job managing on her own, we are very grateful that she again has a partner to help.

DOWNTOWNBELOIT.COM

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



2022
Annual
Report

**Downtown
Beloit
Association**