



JACKSONVILLE

MAIN STREET

WHO WE ARE:

Jacksonville Main Street (JMS) is the only locally funded, volunteer-driven non-profit organization that devotes all its resources into enhancing the quality of life, cultivating historic integrity, and helping businesses thrive through partnerships and programming downtown.



HOW WE DO IT:

The JMS team of volunteer-led committees utilizes the National 4-Point Approach (for Design, Organization Promotion, and Economic Vitality) to complete projects aimed at fulfilling the organization's vision of making an active downtown that is inviting and thriving for all. Committee work crosses all four points for a unified approach and greater impact, with all projects enhancing the total downtown experience and making the historic central business district THE place that entrepreneurs, patrons, visitors, and residents want to be.

FUNDING: As a 501(c)3 charity, almost half of JMS funding comes from event proceeds, with near-equal portions of the remainder made up of project grants, city support, and donations from foundations, individuals and businesses.

WHAT WE DO:

The JMS team collaborates with the National Main Street Center and Illinois Main Street, plus state and local agencies to provide a variety of resources and promotions to make Jacksonville's historic central business district a top destination for residents, entrepreneurs, and visitors alike. JMS Events like the Blues & Brews Festival, Downtown Concert Series, Sip 'n' Shop, Pumpkin Festival, and Cocoa & Carriage Rides promote downtown, attracting thousands of people annually, boosting business exposure, local sales, and community involvement.

Heritage based Wall Dog murals, Big Eli benches, Looking for Lincoln wayside exhibits, wayfinding signs, banners, and holiday decorations are just some of the downtown beautification projects that JMS funds.

JMS advocates for and educates about building preservation, entrepreneurial development, and promotions on a variety of platforms and methods.



Getting Downtown Jacksonville Noticed:

- Publicizing 40+ state/national award wins, including 2 Driehaus honors and a Great American Main Street Award
- Routinely hosting statewide conferences and workshops
 - Creating and strengthening regional and nationwide networking connections
 - Hosting visiting community representatives
 - Earning National Accreditation
 - Presenting at industry symposiums

For more information, follow and like us on Facebook and Instagram plus visit jacksonvillemainstreet.org



Services

Jacksonville Main Street can help in other ways not listed. Contact us to talk about any of our services or promotions, for assistance on your own activity, or if you just have questions.
217-245-6884 * 217-370-2005
info@jacksonvillemainstreet.org

For Downtown Businesses:

- Free business listing on Discover Downtown online interactive directory maps
- Inclusion in Jacksonville Main Street Network private Facebook group for information sharing
- Promotion of business events on JMS social media (with over 8,000 followers) and weekly e-blast to over 700 subscribers
- Booth space at all Jacksonville Main Street events with vendors
- Information about educational opportunities and business grants
- Participation in Sip 'n' Shop and all retail promotions
- Business listing on kiosk and tear-off maps (available at various businesses and hotels)

For Downtown Property Owners:

- Free Available Space listing online
- Preservation-friendly expertise, tax credit information, rehabilitation guidance, incentives advice, and access to resources and grants
- Access to Jacksonville Enterprise Zone Development Corporation (JEZDC) low-interest and forgivable planning loans

Access For Everyone:

- Business listings, incentives, and other resources on JMS website, including Online Marketing Playbook and business planning information
- Design guidelines and incentives information

