



MAIN STREET

2024

ANNUAL REPORT

Our Mission

Our Mission is to enhance the quality of life, cultivate historic integrity, and help businesses thrive through partnerships and programming in downtown Jacksonville.

Vision Statement

A vibrant and thriving downtown for all.

2024 Board of Trustees

Tom Grojean, President

John Rohn, Vice President

Tim Flinn, Treasurer

Keri Mason, Secretary

Liz Tracy, Past President

Jeremy Coumbes, Design Committee

Marcy Patterson, Ec. Vitality Committee

Bobby Bonjean

Ginny Fanning

Gina Hamilton

Rachel Kesler

Jessica Richardson

Mayor Andy Ezard, Ex-Officio

Brittany Henry, Ex-Officio

Kristin Jamison, Ex-Officio

Lisa Musch, Ex-Officio

Judy Tighe CMSM, Executive Director

Melissa Hebron, Event Coordinator



2024 Accomplishments

- Provided new business sidewalk signs
- Secured over \$54,000 in grants
- Earned National Main Street Accreditation
- Hosted free public Annual Meeting
- Redesigned website with new domain
- Promoted all downtown activities via social media postings, email, & website updates
- Produced kiosk & tear off maps
- Assisted with and encouraged more building improvement projects
- Installed banners & alley lights
- Applied protective sealer to all murals
- Illinois Main Street Advisory Board participation
- Provided board training
- Increased online engagement & following
- Liaison for West State Street construction
- Completed state & national reporting
- Helped plan city 200th Anniversary parties
- Enhanced community development partnerships
- Hosted 25th Anniversary party
- Supported other community agency activities
- Supplied grant and training information to businesses
- Continued Downtown Then & Now Book sales

Thanks to all the volunteers, donors, sponsors, and supporters for another great year!

2024 BUDGET SUMMARY

REVENUE	2024 ACTUAL	2025 BUDGET
• Donations	\$ 49,200	\$ 49,800
• Project Grants	\$ 54,750	\$ 61,000
• Event/Project Income	\$ 135,200	\$ 118,490
• Other Income	\$ 400	\$ 15,000
• TOTAL INCOME	\$ 239,550	\$ 244,290
EXPENSES	2024 ACTUAL	2025 BUDGET
• Personnel	\$ 63,100	\$ 64,100
• Insurance/Fees	\$ 10,075	\$ 8,800
• Office Operations	\$ 3,600	\$ 3,900
• Contracted Services	\$ 43,600	\$ 59,100
• Project/Event Expense	\$ 97,750	\$ 106,890
• Other Expense	\$ 2,315	\$ 1,500
• TOTAL EXPENSES	\$ 239,550	\$ 244,290
• Carry over to 2025	\$ 19,110	



SUCCESS BY THE NUMBERS

- \$78.5 million in public-private reinvestment to date within 44-square block Jacksonville Main Street District (75% private funds)
- \$251,000 in JMS funded public beautification projects for downtown to date
- \$240,000 in JEZDC low-interest loans and project support to date
- 96% commercial building occupancy within district
- 25 years of JMS supporting, advocating, enhancing downtown
- Earned 65 local, state & national awards & nominations for district work

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



2025 Events Schedule

Annual Meeting	February 6
Blues & Brews Festival	May 3
Miss Jacksonville Contest	May 30
Downtown Concert Series	May 30
Downtown Concert Series	June 6
Downtown Concert Series	June 13
Downtown Concert Series	June 20
Downtown Concert Series	June 27
Downtown Concert Series	July 18
Downtown Concert Series	July 25
Downtown Concert Series	August 1
City 200th Anniversary Party	October 4
Pumpkin Festival	October 18
Sip 'n' Shop	November 6
Cocoa & Carriage Rides	December 13

2025 Work Plans

- Event enhancements
- Administer new Façade Improvement Grants
- Continue Downtown Then & Now Book sales
- Repair banners
- Enhance camera systems
- Add missing monument names
- Install new wayfinding signage
- Host City 200 Anniversary party
- Kiosk and online directory updates
- Improve communication methods
- Provide board & business training
- Replace Grierson mural & add QR codes
- Increase online engagement & following
- Enhance community development partnerships
- Develop parking map and designations
- Host Business After Hours for merchants
- Update transformational strategies
- Earn National Main Street Accreditation
- Encourage more building improvements
- IMS Advisory & Landmarks Board affiliation
- Continue liaison for West State Street work
- Maintain data collection programs