# Jacksonville Main Street Annual Report **2023**



MAIN STREET

# **2023 ACCOMPLISHMENTS**

- ✓ Republished Downtown Jacksonville Then & Now book
  ✓ Installed additional signage on I-72
- ✓ Hosted 4 retail events: Sip n' Shop, Downtown Dash, Santa Stroll, Mistletoe Market
- ✓ 200% increase in social media impressions/interactions
- ✓ Continued participation in Back 2 Business/DCEO Navigator Spoke program, helping to bring a total of over \$1,300,000 back to community
- ✓ Increased website engagement & following by 600%
- Produced over 30 public event dates to bring attention & people downtown
- ✓ Hosted Illinois Main Street Director's Workshop
- ✓ Beautification assistance: kiosk directory maintenance
- Provided Jacksonville Main Street board training
- ✓ Maintained National Main Street Accreditation
- ✓ Updated data collection/state & national reporting
- Illinois Main Street Advisory Board participation
- ✓ Managed 5 project/organization grants
- ✓ Over 1,500 volunteer hours donated
- ✓ Maintained & relocated security cameras & free WiFi on square
- Encouraged 7 building improvement projects
- ✓ Helped 5 businesses open/expand/relocate downtown
- ✓ Community promotions & marketing
- Maintained community & development partnerships
- ✓ Participation in City Planning work
- ✓ Attended State & National Main Street conferences
- ✓ Updated vision statement & cash management policies
- Reviewed JEZDC loan application & operations
- Continued property/business meetings/advocacy
- ✓ Offered access to loans & grants
- ✓ Accepted 38<sup>th</sup> Illinois Main Street Award in Excellence



2023 Board Members Liz Tracy

Tom Grojean

Vice President

Tammy Middleton

Keri Mason

Secretary

Ginny Fanning

Past President

Bobby Bonjean Tim Flinn Tom Grojean Gina Hamilton Nick Little

ICK LITTIE Design Committee

Marcy Patterson Jessica Richardson John Rohn Mayor Andy Ezard

Brittany Henry

Ex-Officio Kristin Jamison

Ex-Officio

Ex-Officio

Lisa Musch <sub>Ex-Officio</sub>

Judy Tighe, CMSM

Executive Director Melissa Hebron

Event Coordinator/Promotion

## **JACKSONVILLE MAIN STREET DISTRICT SUCCESS**

- \$71.4 million in public-private reinvestment within 44-square block Jacksonville Main Street District
- \$217,000 in JMS funded public beautification projects for downtown
- \$235,000 in JEZDC low-interest loans to date
- 96% commercial building occupancy within district
- 24 years of JMS supporting, advocating, enhancing downtown
- Earned 63 local, state & national awards & nominations for district work
- 192 district businesses; 15 new in 2023



#### Looking forward.. **ACKSONVILLE MAIN STREET**

# **BUDGET SUMMARY**

Revenue	2023 Actual	2024 Budget
Donations	\$ 81,826	\$ 71,500
Project Grants	\$ 23,276	\$ 13,600
Events/Project Income	\$ 129,825	\$ 118,730
Other Income	\$ 9,252	\$ 8,940
Total Income	\$ 244,179	\$ 212,770
<b>Expenditures</b> Personnel Insurance/Fees/Services Office Operations Contracted Services Project/Event Expenses Other Expenses Total Expenses Carryover to 2023	\$ 46,976 \$ 9,506 \$ 2,049 \$ 39,490 \$ 72,061 <u>\$ 11,154</u> \$ 181,236 \$ 62,943	\$ 62,935 \$ 6,785 \$ 2,550 \$ 41,995 \$ 87,605 <u>\$ 11,350</u> \$ 213,220

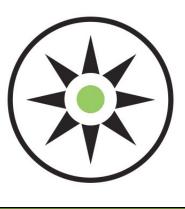
#### MISSION

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



- Host free public Annual Meeting
- Be liaison for West State Street construction
- Continue participation in Back 2 Business/DCEO Navigator Spoke program
- Maintain National Main Street Accreditation
- Provide board training & city orientation
- Redo website with new top level domain
- Continue Downtown Then & Now Book sales
- Improve security cameras & free WiFi on square
- Encourage more building improvement projects
- Illinois Main Street Advisory Board participation
- Seek project/organization grants
- Conduct ongoing mural maintenance
- Enhance public events & partnerships to bring more attention/people downtown
- Host 25th Anniversary party
- Enhance community development partnerships
- Install alley lights, banners, & updated signage
- Continue social media postings & website updates to promote all downtown activities
- Help plan city 200th Anniversary party
- Enhance communications & resources
- Increase online engagement & following
- Develop child-friendly park addition
- Maintain data collection programs/state & national reporting





Sign up for free weekly e-mail information on Downtown Happenings and follow us on Facebook and Instagram!



#### 2024 CALENDAR

Annual Meeting February 1		
Blues & Brews Festival May 4		
Miss Jacksonville Contest-May 31		
Downtown Concert Series-May 31		
Downtown Concert Series June 7		
Downtown Concert SeriesJune 14		
Downtown Concert Series- June 21		
Downtown Concert Series-June 28		
Downtown Concert SeriesJuly 19		
Downtown Concert SeriesJuly 26		
Downtown Concert SeriesAug 2		
JMS 25th AnniversarySept 7		
Pumpkin FestivalOct 19		

And more events to be announced...

### VISION

A vibrant and thriving downtown for all.

