

Jacksonville Main Street Annual Report 2023



JACKSONVILLE

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 38th Illinois Main Street Award in Excellence



2023 Board Members

- Liz Tracy President
- Tom Grojean Vice President
- Tammy Middleton Treasurer
- Keri Mason Secretary
- Ginny Fanning Past President
- Bobby Bonjean
- Tim Flinn
- Tom Grojean
- Gina Hamilton
- Nick Little Design Committee
- Marcy Patterson
- Jessica Richardson
- John Rohn
- 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/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...

JACKSONVILLE MAIN STREET

BUDGET SUMMARY

MISSION

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
Expenditures		
Personnel	\$ 46,976	\$ 62,935
Insurance/Fees/Services	\$ 9,506	\$ 6,785
Office Operations	\$ 2,049	\$ 2,550
Contracted Services	\$ 39,490	\$ 41,995
Project/Event Expenses	\$ 72,061	\$ 87,605
Other Expenses	\$ 11,154	\$ 11,350
Total Expenses	\$ 181,236	\$ 213,220
Carryover to 2023	\$ 62,943	

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



2024 WORK PLANS

- 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

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 Series June 14
- Downtown Concert Series June 21
- Downtown Concert Series June 28
- Downtown Concert Series July 19
- Downtown Concert Series July 26
- Downtown Concert Series Aug 2
- JMS 25th Anniversary Sept 7
- Pumpkin Festival Oct 19

And more events to be announced...

VISION

A vibrant and thriving downtown for all.



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