

# JACKSONVILLE MAIN STREET 2022

## 2022 Board Members

Megan McGuire	President Economic Vitality
Liz Tracy	Vice-President
Tammy Middleton	Treasurer
Keri Mason	Secretary
Ginny Fanning	Past President
Tom Grojean	
Gina Hamilton	
Nick Little	Design Committee
Kerris Osborn	
Jessica Richardson	
Vicki Selby	
Lori Wankel	
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

## 2022 ACCOMPLISHMENTS

- ✓ Participation in Back 2 Business program bringing over \$1 million back to community
- ✓ DCEO Navigator Spoke participation
- ✓ Worked with NAACP to bring Juneteenth downtown
- ✓ Encouraged 6 building improvement projects
- ✓ Helped bring 5 new businesses downtown
- ✓ Community branding
- ✓ Maintained National Main Street Accreditation
- ✓ Operated security cameras & free WiFi on square
- ✓ Illinois Main Street Advisory Board participation
- ✓ Managed 3 project/organization grants
- ✓ Produced 31 public events dates to bring attention & people downtown, including 1 new
- ✓ Hosted 3 retail events: Sip n' Shop, Bunny Shop, Santa Stroll, Christkindl Market
- ✓ Over 1.6 million social media postings on 3 platforms to promote all downtown activities
- ✓ Over 1000 volunteer hours donated
- ✓ Increase online engagement & following by 275%
- ✓ Maintained community & development partnerships
- ✓ Installed of 2 new murals
- ✓ Reinstated Volunteer & Business of the Year awards
- ✓ Beautification assistance: kiosk directory maintenance
- ✓ Participation in City Comprehensive Planning work
- ✓ Attended State & National Main Street conferences
- ✓ Implemented new bylaw initiatives
- ✓ Revived JEZDC board & operations
- ✓ Continued property/business meetings/advocacy
- ✓ Offered access to loans & grants
- ✓ Updated Discover Downtown
- ✓ Published Downtown Jacksonville Then & Now book
- ✓ Accepted 37<sup>th</sup> Illinois Main Street Award in Excellence



## JACKSONVILLE MAIN STREET DISTRICT SUCCESS

- ♦ \$63.8 million in public-private reinvestment downtown
- ♦ \$153,000 in JMS funded public beautification projects
- ♦ \$220,000 in JEZDC low-interest loans to date
- ♦ 96% commercial building occupancy within district
- ♦ 23 years of JMS supporting, advocating, enhancing downtown
- ♦ Earned 60 state & national awards/nominations for district
- ♦ 186 district businesses; 15 new in 2022



# JACKSONVILLE MAIN STREET 2022

## BUDGET SUMMARY

Revenue	2022 Actual	2023 Budget
Donations	\$ 63,689	\$ 66,065
Project Grants	\$ 29,878	\$ 9,900
Events/Project Income	\$ 99,221	\$ 116,895
Other Income	\$ 7,752	\$ 9,957
Total Income	\$ 200,540	\$ 202,817
<b>Expenditures</b>		
Personnel	\$ 58,335	\$ 59,415
Insurance/Fees/Services	\$ 9,010	\$ 9,200
Office Operations	\$ 4,013	\$ 7,300
Contracted Services	\$ 51,600	\$ 46,350
Project/Event Expenses	\$ 57,874	\$ 74,342
Other Expenses	\$ 162	\$ 6,210
Total Expenses	\$ 190,768	\$ 202,817
Carryover to 2023	\$ 9,772	

## MISSION

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

## 2023 WORK PLANS

- Participation in Back 2 Business program
- Host public Annual Meeting
- Enhance business communications
- DCEO Navigator Spoke participation
- Provide business training/support
- Encourage more building improvement projects
- Maintain National Main Street Accreditation
- Downtown Then & Now Book sales
- Improve security cameras & free WiFi on square
- Expand resource marketing
- Illinois Main Street Advisory Board participation
- Seek project/organization grants
- Provide board training
- Produce 3 new public events dates to bring more attention & people downtown
- Enhance existing events
- Revamp & add new retail events
- Continue social media postings on 3 platforms to promote all downtown activities
- Website updates
- Increase online engagement & following
- Enhance community development partnerships
- Develop child-friendly park addition
- Update data collection programs/state & national reporting
- Enhance JEZDC low interest loan marketing



## 2023 CALENDAR

Annual Meeting ..... February 2  
 Maifest (Craft Brew)..... May 6  
 Bends 'n' Brews ..... May 20  
 Miss Jacksonville Contest..... June 2  
 Downtown Concert Series..... June 2  
 Downtown Concert Series..... June 9  
 Downtown Concert Series..... June 16  
 Downtown Concert Series..... June 23  
 Downtown Concert Series..... June 30  
 Downtown Concert Series..... July 7  
 Downtown Concert Series..... July 21  
 Downtown Concert Series..... July 28  
 Fundfest..... October 7  
 IC Parade Announce ..... October 14  
 Pumpkin Festival ..... October 21  
 Sip 'n' Shop..... November 2  
 Santa Stroll ..... Nov 25-Dec 24



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