

CENTRAL STREET EVANSTON ANNUAL REPORT 2021



CENTRALSTREET-EVANSTON.COM

PRESIDENT'S STATEMENT

Dear Central Street Evanston Stakeholders:

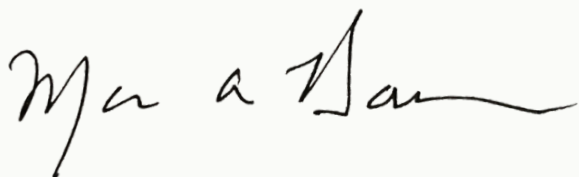
Thank you for your support to make 2021 a positive and forward-thinking year. Throughout the year, our SSA worked to provide the services that are most beneficial to our Central Street Evanston businesses and residents. Our landscape contractor provided seasonal plantings and planter maintenance services. Our lighting contractor adorned trees, buildings and street lamps with lights and wreaths during the holiday season. Our Central Street marketing and events committees helped plan special events and programming to connect the community with our shops, restaurants, and other businesses in a safe way. We also continued to advertise during Covid-19 to help attract customers to Central Street.

2021 highlights included a board retreat to discuss big ideas and large-scale projects for Central Street Evanston. We welcomed seven new businesses to the district. We also hired our first full-time Executive Director, Angela Shaffer, who has years of experience working as a Community Engagement Director for Yelp and Downtown Highland Park.

The Central Street Evanston 2021 Annual Report provides an overview of how the Central Street Evanston board and staff worked to provide important services to businesses and the entire Central Street business district surrounding communities. We look forward to 2022, as we prepare for life after the pandemic. Top projects include a rebranding initiative, programming and events, and the planning and design of a new Independence Park. We encourage you to bring ideas to our board and staff.

On behalf of the Central Street Evanston board and staff, we look forward to seeing you, virtually and in person in the near future.

SINCERELY,

A handwritten signature in dark green ink, appearing to read 'Mari A. Barnes', with a stylized, flowing script.

MARI A. BARNES

CENTRAL STREET EVANSTON, PRESIDENT



ABOUT CENTRAL STREET EVANSTON

Central Street Evanston is a 501(c)(6) organization that manages the Special Service Areas (SSA) #7 and #8 along the Central Street and Green Bay Road corridors. The organization's purpose is to enhance and promote the district within the designated boundaries, support businesses, and create a vibrant sense of place for residents and visitors. Central Street Evanston is funded through an additional levy on commercial properties within the SSA district boundaries.

- Advertising and marketing
- Promotions and events
- Business retention and attraction
- Placemaking (public art)
- Beautification (landscaping, season plantings)
- Holiday décor on street lights, trees, and in Independence Park



MISSION & VISION

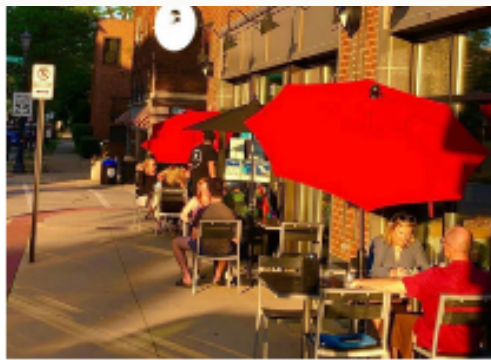
VISION: A vibrant, eclectic and artistic neighborhood business district.

MISSION: To provide excellent services to support local businesses and foster a strong sense of community.

VALUES:

- To promote the common interests of Central Street businesses, residents and organizations.
- To foster a sense of neighborly well-being along Central Street.
- To respect the contributions of all businesses, residents and organizations on Central Street.
- To reach out to and foster relationships with the broader neighborhood and environs.
- To build relationships and pursue joint activities when appropriate with other business districts and Special Service Areas.

MARKETING



ADVERTISING

- NSCVB Email newsletter – 12,500 Subscribers
- NSCVB Website – 30K unique monthly visitors
- Evanston Roundtable – 55K unique visitors
- JWC Daily – 43K distributed issues/120K readers from Wilmette to Lake Bluff
- Our Evanston – Full page ad 10K copies printed
- IG Promotion: Reach = 22,763
- FB Promotion: Reach = 64,136



SOCIAL MEDIA

INSTAGRAM

**DECEMBER
2836
FOLLOWERS**

FACEBOOK

**DECEMBER
3.8K
FOLLOWERS**



SPECIAL EVENTS



HOST EVENTS

- **Insidewalk & Curbsidewalk Sale | January**
Fall & winter shopping clearance
- **Follow Your Heart on Central Street | February**
Valentine's Day heart kit giveaway with a return for 10% off next shopping trip
- **Evanston Winter Games | February**
City-wide scavenger hunt for residents to get outside and visit businesses
- **Earth Day Clean Up | April**
Neighborhood cleanup
- **Spring Stroll | May**
Promote shopping for Mother's Day
- **Around The World On Central | June**
Passport program to plan your trip around the world right on Central Street
- **Sidewalk Sale | July**
Summer clearance with entertainment and dining offers
- **Wellness Wednesdays | June - August**
Free fitness classes at Independence and Ackerman Parks and studios
- **Central Street Trick-or-Treat | October**
Candy, totes, music, arts and crafts
- **Holiday Open House & Tree Lighting | November**
Early holiday shopping with caroling, festivities, and tree lighting



CITY-WIDE WINTER GAMES



AROUND THE WORLD ON CENTRAL



ANNUAL SUMMER SIDEWALK SALE



CENTRAL STREET TRICK-OR-TREAT



CENTRAL STREET TRICK-OR-TREAT



INDEPENDENCE PARK TREE LIGHTING

PLACEMAKING



Birds of Concern Mural | 1901 Central Street (Green Bay side of building)

A beautiful work by Artist Tyroe Slang Jones @slangism. The "Birds of Concern" mural honors three regional birds in decline due to climate change (Redheaded Woodpecker, American Kestrel, Blackburnian Warbler). An amazing collaboration in partnership with the Evanston North Shore Bird Club and Evanston Mural Arts Program, and Art Encounter.



Holiday window decorating contest (December)

MAINTENANCE



- Maintained 8 planters with seasonal plantings.
- Installed 30 unlit wreaths on street poles for the holidays.
- Installed LED lights for 65 trees, 23 large street light poles, and a 60' evergreen tree in Independence Park (new this year).
- Installed LED lights for 23 large street light poles.
- Installed C9 lights atop 11 buildings (new this year).

RETENTION & ATTRACTION



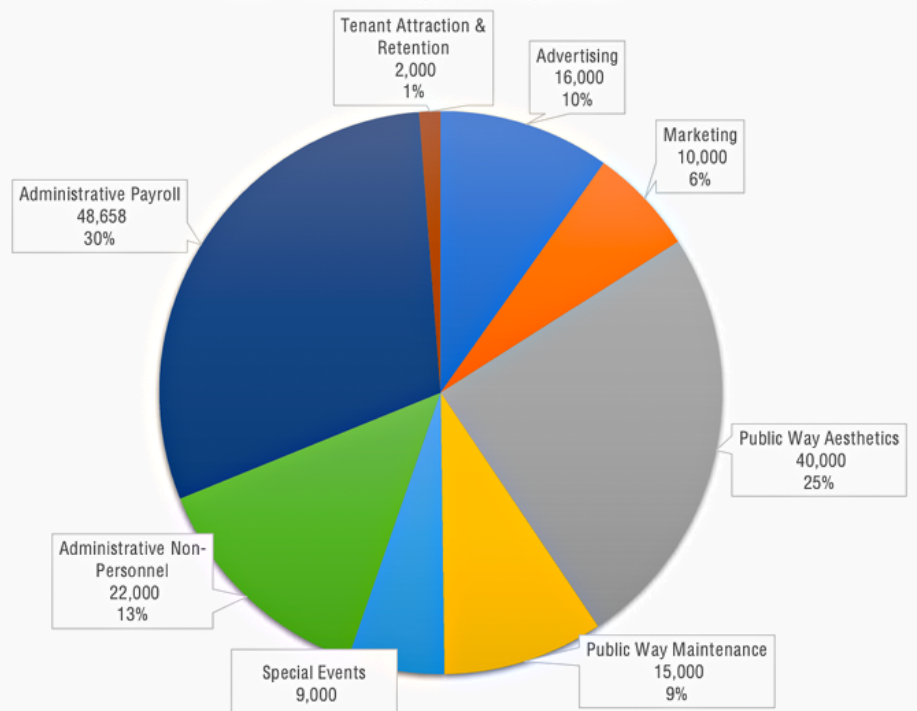
- Hosted 7 ribbon cuttings.
- Welcomed 8 new businesses to the district.

2021 BUDGET

2021 Central Street Evanston Budget	
Central Street Revenue	207,000
Prior-Year Carryover	70,380
Loss Collection	(31,800)
Total Income	245,580

Advertising	16,000
Marketing	10,000
Public Way Aesthetics	40,000
Public Way Maintenance	15,000
Special Events	9,000
Administrative Non-Personnel	22,000
Administrative Payroll	48,658
Tenant Attraction & Retention	2,000
Total Expenses	162,658

Central Street Evanston
2021 Total Budgeted Expenses



BOARD OF DIRECTORS

Mari Barnes (Notice), President

Peter O'Malley (Beer on Central), Treasurer

Simone Oettinger (Maya Papaya & Tony Macarony), Secretary

Rachel Hershinow (Stella)

Aim Larrabee (Aim & Ailie Hair Boutique)

Julie Matthei (Hewn)

John Tasi (Old Neighborhood Grill)

Paula Danoff (Evanston Art Center)

Paul Zalmezak (City of Evanston)

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