

CENTRAL STREET EVANSTON

ANNUAL REPORT 2022



MARKETING/ REBRANDING

A New Look: Telling the
Central Street Story

SPECIAL EVENTS

Shopping • Dining •
Wellness • Live Music •
Family Fun • Holidays

PLACEMAKING/ BEAUTIFICATION

Sidewalk Stripes •
Festoon Lights

PRESIDENT'S STATEMENT



Dear Central Street Evanston Stakeholders:

As the new President of Central Street Evanston SSA, I would like to start this report with a few thank yous. First, thank you to Mari Barnes for her hard work and guidance as President over the last several years. With her leadership, we had a very successful 2022 and are well positioned for a great 2023. Second, I would like to thank all of our new Board members who joined us late last year. The new Board now represents a broader cross section of Central Street businesses including restaurants and personal fitness. Third, thank you to Angela Shaffer, our Community Director. Angela is at the center of everything on Central Street and is passionate about improving our business district. Lastly, I would like to thank ALL of the businesses on Central Street for your support. The Central Street Evanston SSA would not exist without your financial support, your business knowledge and your commitment to the community.

Throughout the year, our SSA worked to provide the services that are most beneficial to our Central Street Evanston businesses and residents. We enhanced our landscaping contract this year to provide seasonal plantings, planter maintenance, and weeding around trees and sidewalks. Our lighting contractor adorned trees, buildings and street lamps with lights and wreaths during the holiday season, in addition to lighting in Independence Park. Our Marketing and Events committees helped plan special events and programming to connect the community with our shops, restaurants, and other businesses.

2022 highlights included a rebranding initiative to better define our business district and tell the Central Street story. We enhanced the Independence Park experience for the community by adding festoon lighting and picnic tables. As an organization, we held a successful Annual Meeting (open to the public) and voted in a new Board of Directors and President, in addition to approving the 2023 budget. We completed our first official audit and proactively secured a line of credit to ensure our programming efforts would not be inhibited by the Cook County tax delay. We also welcomed six new businesses.

The Central Street Evanston 2022 Annual Report provides an overview of how the Central Street Evanston Board and staff worked to provide important services to businesses and the surrounding communities. We look forward to 2023, as we continue to plan more events, enhance our website and communications, and help plan a newly refreshed Independence Park. We will also be working with the community and Northwestern on the proposed new stadium.

On behalf of the Central Street Evanston Board, we look forward to seeing you virtually and on Central Street.

Sincerely,

Peter O'Malley

Peter O'Malley
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.



SERVICES PROVIDED

ADVERTISING
MARKETING
SPECIAL EVENTS
PLACEMAKING
MAINTENANCE
HOLIDAY DECOR
**BUSINESS RETENTION/
ATTRACTION**

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

- 1) To promote the common interests of Central Street businesses, residents and organizations.
- 2) To foster a sense of neighborly well-being along Central Street.
- 3) To respect the contributions of all businesses, residents and organizations on Central Street.



- 4) To reach out to and foster relationships with the broader neighborhood and environs.

- 5) To build relationships and pursue joint activities when appropriate with other business districts and Special Service Areas.

ADVERTISING



Ever joyful. Ever central.

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merry everything. happy always

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Paid Advertising Reach

- NSCVB Email newsletter: 12.5K Subscribers
- NSCVB Website: 30K unique monthly visitors
- NSCVB Explore Visitor Guide: 25K printed
- Direct Mail NSCVB CO-OP Program: 12.5K targeted single family households
- Online Patch: 277,613 impressions
- Our Evanston: (4) - 1/2 page ads 40K printed
- IG Promotion: Reach = 30K
- Facebook Promotion: Reach = 100K

*NSCVB= North Shore Convention & Visitors Bureau



Street style. Ever central.

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Sidewalk Sale

Come out for the BIGGEST sales of the year!

WEEKEND

JULY 21-24, 2022

THURSDAY-SATURDAY • 10AM - 5PM

SUNDAY • NOON - 4PM





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CTA Bus Tail Ad

August 29-October 31, we advertised on 36 bus tails that departed the North Park Garage and serviced Evanston, Wilmette, Skokie, Rogers Park, and Lincolnwood.



MARKETING



Central Street Evanston contracted All Together to tell the story of Central Street and develop a fresh and whimsical new brand for an everlasting district. After a series of focus groups and community surveys, marketing materials were developed, along with new wayfinding initiatives.

The Central Street Story

When you're local like Central Street, you stand the test of time. Designed around historic trolley and train systems, the District has been dynamic and independent from day one. Today, as people reinvest in their communities, Central Street defines what a neighborhood destination should look like. Throughout the corridor, bakers, coffee roasters, and ambitious makers set up shop. Boutiques and museums open their doors to those looking for cultural and creative inspiration. And the District continues to evolve and grow, staying true to its roots and timeless as ever.

Ever central.

SOCIAL MEDIA

INSTAGRAM

DECEMBER
3469
FOLLOWERS

FACEBOOK

DECEMBER
4.6K
FOLLOWERS



CENTRAL STREET BRAND DEVELOPMENT

The development of the new Central Street brand was a community effort backed up by the expertise of the business owners that make up the Central Street Board of Directors. All Together led focus groups and created a community survey that was completed by 500 community members. Based on the results, a new look was created in form of a new logo, color palette, branding guidelines, and marketing materials. Becca Heuer, a local photographer, was hired to take photos throughout the district to document the Central Street community in action.



CORRIDOR CHRONICLE

— News & Updates —



COLLATERAL

NEW LOGO

NEW COLOR PALETTE

TAGLINES

EVENT POSTERS

PHOTOGRAPHY

NEWSLETTER TEMPLATE

WEBSITE CONCEPTS

REBRANDING



WAYFINDING & SIGNAGE

Our new branding initiatives would not be complete without the creation of new banners printed using colors in our new color palette. We printed the banners in three colors to define the three areas that make up the entire Central Street Evanston business district. Purple banners highlight the east end of Central Street and pay tribute to Northwestern University. Green Bay Road and our central business district are highlighted with yellow banners. The west end of Central Street is adorned with orange banners.



PUBLIC WAY AESTHETICS



This year we repainted our fading sidewalk stripes along Central Street. From the east end to west end, we restriped our sidewalks in our newly branded color palette. From our youngest visitors to our patrons, and even our furry friends, the stripes bring joy to all who frequent the district.



PUBLIC WAY MAINTENANCE



- Repurposed 8 planters and had them custom-painted in our branded colors.
- Maintained 16 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.
- Installed LED lights on 23 large street light poles.
- Installed C9 lights atop 11 buildings.
- Installed festoon lights in Independence Park.



SPECIAL EVENTS



- **INSIDEWALK SALE | January**
Fall & winter shopping clearance
- **READY SET SPRING | May**
Promote shopping for Mother's Day
- **TAKEOUT PICNIC | June**
Order take out from Central Street restaurants, grab your picnic blanket, and listen to live music under the lights in Independence Park.
- **SIDEWALK SALE | July**
Summer clearance with entertainment and dining offers
- **WELLNESS WEDNESDAYS | June - August**
Free fitness classes at Independence Park and studios
- **CENTRAL STREET TRICK-OR-TREAT | October**
Halloween-themed crafts, trick-or-treating, spooky DJ dance party
- **HOLIDAY OPEN HOUSE & TREE LIGHTING | November**
Early holiday shopping with caroling, festivities, and tree lighting

SPECIAL EVENTS



TAKEOUT PICNIC



SIDEWALK SALE



WELLNESS WEDNESDAYS



CENTRAL STREET TRICK-OR-TREAT



HOLIDAY STROLL



INDEPENDENCE PARK TREE LIGHTING

PLACEMAKING



Teresa Parod Mural | Hogeve Music Building **Nancy's Garden | Central & Stewart**

To further our Central Street vision – to create a vibrant, eclectic and artistic neighborhood business district, we sponsored a mural painted by local artist Teresa Parod. This mural was a tribute to her late artist brother, and she recreated one of his paintings on the Hogeve Music building.



To further our beautification efforts, we sponsored a sustainable community garden project at the corner of Central Street and Stewart. This project was initiated and managed by the Highland Garden Club of Evanston.

INDEPENDENCE PARK

We created a special gathering place for our community. We added picnic tables and ambient festoon lighting in Independence Park for all to enjoy.



RETENTION & ATTRACTION

We welcomed 6 new businesses to Central Street.



Frolic & Detour



The Branch at LUSH



DeSalvo's Pizza



Blended Evanston



then again...

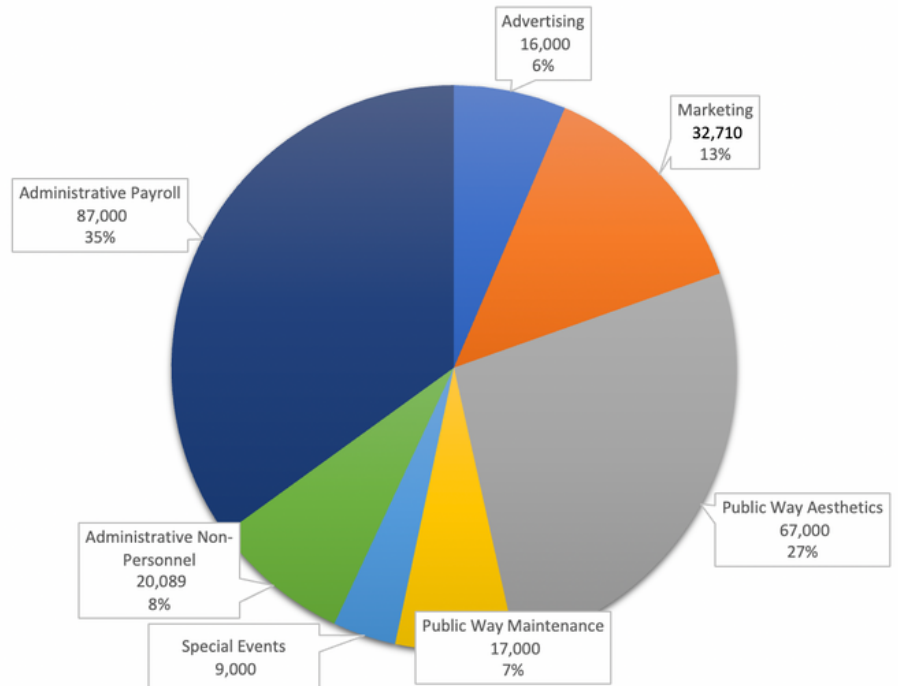
2022 BUDGET

2022

Central Street Evanston Budget

Central Street Revenue	208,398
Prior-Year Carryover	91,249
Loss Collection	(6,198)
Total Income	293,449
Advertising	16,000
Marketing	32,710
Public Way Aesthetics	67,000
Public Way Maintenance	17,000
Special Events	9,000
Administrative Non-Personnel	20,089
Administrative Payroll	87,000
Total Expenses	248,799
Budgeted Net Income	44,650

Central Street Evanston 2022 Budgeted Expenses



BOARD OF DIRECTORS

CURRENT

Peter O'Malley, President (Beer on Central)
 Kelly Mack, Treasurer (Mack's Bike & Goods)
 Aim Larrabee, Secretary (Aim & Ailie)
 Mari Barnes (Notice)
 Dylan Johnson (Sona Fitness)
 Adam Seger (LUSH Food & Drink)
 Stacia DeSalvo (DeSalvo's Pizza)
 Paula Danoff (Evanston Art Center)
 Paul Zalmezak (City of Evanston)

1/1-10/31-2022

Mari Barnes (Notice), President
 Peter O'Malley (Beer on Central), Treasurer
 Simone Oettinger (Maya Papaya), 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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Ever
joyful.



Ever
independent.



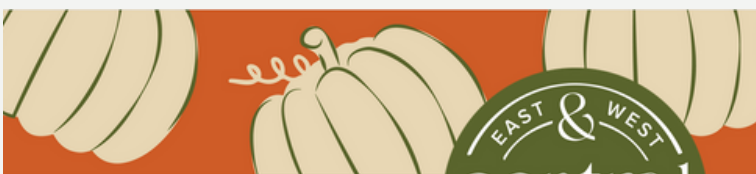
Ever
delicious.



Ever
local.



Ever
spooktacular.



Ever
central.



Ever
classic.



Ever
creative.



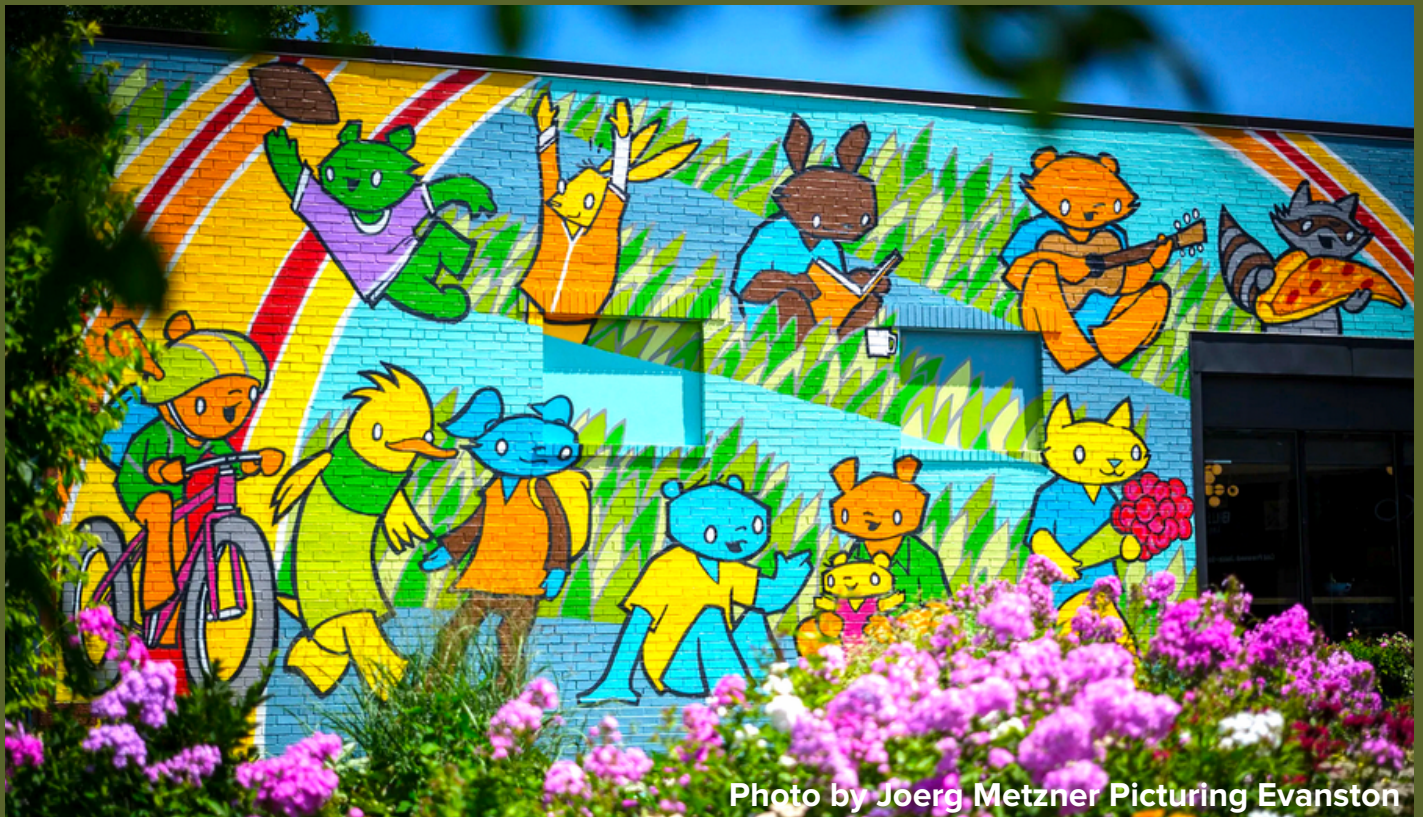


Photo by Joerg Metzner Picturing Evanston



Curt's Cafe Mural

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