# Downtown Evanston by the Numbers

## Materials
- Produced 2-minute promotional video
- Printed and distributed 32,000 Downtown Evanston Map & Guide
- Produced “Here” Campaign Posters to promote local businesses

## Online/On-Air
- Chicago North Shore CVB
- Chicago Reader
- The Daily Northwestern
- EvanstonNow
- Facebook
- WBEZ 91.5
- XRT 93.1

## Gift Card
- 1,836 gift cards used totaling $43,839 spent at businesses
- 513 sold totaling $35,900

## Online/On-Air
- Chicago North Shore CVB
- Chicago Reader
- EvanstonNow
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- WBEZ 91.5
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## Website
- 43,328 users and 133,438 pageviews in 2016

## Print
- Chicago North Shore CVB 2016 Guide
- Chicago Reader
- CTA Rail Cards
- The Daily Northwestern
- ETHS Sports Brochure
- Evanston Chamber of Commerce “MashUp” Program
- Foundation 65 “My 65” Benefit Program
- New City – Music Box Theatre Guide
- RoundTable
- The Woman’s Club of Evanston 2016 Yearbook
- YWCA “Race Against Hate” Program

## Newsletter
- 16 newsletters distributed to 5,500 subscribers (1 per month and 4 special event announcements)

## Social Media Followers

<table>
<thead>
<tr>
<th>Platform</th>
<th>December 2015</th>
<th>December 2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>912</td>
<td>2,339</td>
</tr>
<tr>
<td>Twitter</td>
<td>3,986</td>
<td>4,609</td>
</tr>
<tr>
<td>Facebook</td>
<td>6,206</td>
<td>7,418</td>
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</tbody>
</table>
HOST

- Show the Love (February)
  100 attendees; 26 businesses
- Thursday Night Live (June to August)
  200 attendees per evening; 9 concerts
- Wine Walk (June)
  400 attendees; 20 businesses
- Weekday Farmers Market (June)
- Get Healthy Week (June)
  100 attendees; 11 businesses
- Sidewalk Sale (July)
  24 businesses | “Artists Row”
- Big Bite Night (October)
  1500 attendees; 32 restaurants
- Oktoberfest (October)
  800 attendees
- Pop Up Evanston (November)
  20 businesses; pop up art market
- Small Business Saturday (November)
  32 businesses
- Warm Bevvy Walk (December)
  250 attendees; 24 businesses
- Holiday Tree Lighting (December)
  400 attendees; 10 businesses

PARTNER

- Kits, Cats & Kids (September)
  750 attendees
- Crain’s Small Business Expo (May)
  50 attendees
- Bike to Work Week (June)
- Where’s Waldo Scavenger Hunt (July)
- Sandcastle Contest & Demonstration
  at Clark Street Beach (July)
- Social Media Influencer Tours (September/ October)
- Chicago Architecture Foundation Open House
  Chicago (October)
  Thousands of visitors over 2 days to 14 Evanston sites
- Winter HeARTh (February)

PLACEMAKING

- “Evanston Chalks”
  Chalkboard installation and public engagement
- Lunchtime Ping Pong at Church Street Plaza
- Big Scrabble, Chess & Jenga at public events
- “Donation Stations”
  Installed 16 painted parking meters to collect donations for Connections for the Homeless
- Big Draw Evanston
  “To/From Commuter Sketches” 4 mornings in October
- Holiday Window Decorating Contest
- “Outside the Box” Public Art Installation

MAINTENANCE & DECOR

- Garbage pick-up 7 times per week, servicing 90 receptacles
- 1 power wash
- 4 seasonal plantings in 18 large flowerpots totaling 22,680 annual flowers and spring bulbs
  - Spring: 680 varieties of flowers
  - Summer: 8,000 summer annuals
  - Fall: 14,000 spring tulips; 110 potted fall varieties
  - Winter: Branches & Accents
- Holiday Décor: 130 wreaths, 125 snowflakes, “Icicle” lights at Fountain Square
WHO WE ARE

BOARD OF DIRECTORS

EXECUTIVE COMMITTEE
Andrew McDonald, Chair | Rotary International
Mike McGuigan, Vice Chair | Hilton Orrington/Evanston Hotel
Dan Kelch, Treasurer | LuLu’s, Taco Diablo, Five & Dime
Hank Goldman, Secretary | Downtown resident
Chris Mailing | Owner, 1027 Davis St.
Lori Stein | McCaffery Interests

Marty Lyons | City of Evanston
Ami Mayo | Golub and Company
Laura Moreno | NAI Hiffman
Jim Nash | Farnsworth-Hill, Inc.
Lynn Robinson Phillips | Robinson Rental
Marilyn Ruiz | Downtown resident

STAFF
Annie Coakley, Executive Director
Laura Brown, Business Development & Marketing Manager
downtown Evanston
820 Davis Street, Suite 106
Evanston, Illinois 60201
(847) 866-6319
info@downtownevanston.org

2016 BUDGET: $570,600

- Holiday Décor: 5.3% ($30,000.00)
- Marketing: 7.6% ($43,500.00)
- Events: 8% ($46,500.00)
- Directory: 8.4% ($48,000.00)
- Admin – Non Personnel: 8.7% ($49,950.00)
- Personnel: 25% ($142,000.00)
- Maintenance: 37% ($210,650.00)