**2017 ANNUAL REPORT**

**ADVERTISING**

**PRINT**
- Chicago North Shore CVB Guide
- CTA Rail cards/PACE Bus cards
- The Daily Northwestern
- ETHS Sports Programs
- RoundTable
- The Woman’s Club of Evanston Yearbook
- Chicago Tribune Open House Chicago Insert (Oktoberfest)

**ONLINE/ON-AIR**
- Chicago North Shore CVB
- DNAInfo.com
- EvanstonNow
- Facebook
- WBEZ 91.5
- XRT 93.1 (10-week campaign)
- Vocalo Radio

**NEWSLETTER**
- Distributed 17 e-newsletters featuring business and community events to 5,000 subscribers (1 per month and 5 special event announcements)

**STREET POLE BANNERS**
- Installed 117 banners representing 39 business sponsorships (July)
- Banners featured the “Here” campaign design

**SOCIAL MEDIA FOLLOWERS**
- Instagram:
  - December 2016 (2,339)
  - December 2017 (3,714)
- Facebook:
  - December 2016 (7,418)
  - December 2017 (8,056)
- Twitter:
  - December 2016 (4,609)
  - December 2017 (5,026)

**MATERIALS**
- Downtown Evanston Map & Guide (30,000 copies)
- Shop Evanston postcards (July)
- “Here” Campaign Posters to promote local businesses (May)
- “Open During Construction” video for Fountain Square (July)
- Fountain Square brochure (September)
- Open House Chicago maps (October; partner with CVB)
- “Shop Small” video for the holiday season (November)
- “We Love Evanston” Campaign posters (November)

**WEBSITE**
- Integrated Instagram photos on Eat & Drink, Shop and Be Entertained webpages
- 55,670 users (79% new users); 146,583 page views
HOST

- **Women’s Weekend of Fun** (April): 160 participants; 10 businesses
- **Thursday Night Live** (June to August): 200 attendees per concert; 10 concerts
- **Wine Walk** (June): 250 attendees; 15 businesses
- **Sidewalk Sale** (July): 28 businesses; hired 3 pedicabs and street musicians
- **Big Bite Night** (October): 1500 attendees; 31 restaurants
- **Oktoberfest** (October): 1000 attendees; 12 breweries/cideries; 13 sponsors
- **Halloween Parade & Party** (October): 300 attendees; 28 businesses
- **Small Business Saturday** (November): 39 businesses; $10,000 spent as part of passport program
- **Warm Bevvy Walk** (December): 250 attendees; 28 businesses
- **Holiday Tree Lighting** (December): 300 attendees; 3 businesses

PARTNER

- **Evanston Explorers** (February): 500 attendees; 10 businesses
- **Kits, Cats & Kids** (September): 750 attendees
- **Bike to Work Week** (June)
- **Chicago Architecture Foundation Open House Chicago** (October): Thousands of visitors over 2 days to 14 Evanston sites

PLACEMAKING

- “Evanston Chalks” (monthly)
- Winter HeArTh installations (April)
- “GIVE” art installation at Church Street Plaza (June)
- “It’s Just a Phase” installation at Fountain Square (August)
- “Art Under Glass” with Beacon Academy at Sherman Plaza (June)
- Holiday Window Decorating Contest (December)
- Amanda Evanston art installation at vacant storefront (November)

ORGANIZATION

- **Board of Directors**
  - 21 Board Members
  - 7 Executive Committee Members
  - Benchmarking trip to Milwaukee (September)
  - Quarterly Marketing and Resident Committee Meetings
- **Retention & Attraction**
  - Attended International Council of Shopping Centers (ICSC) Deal-Making Event
  - Created “We Wish We Were Bowling” Video
  - Special Advertising & Events for businesses impacted by Fountain Square construction
  - Partnered with Northwestern’s Medill Integrated Communications to provide marketing suggestions to 16 businesses
- **Business Workshops**
  - Cents & Sensibilities: Customer Service (April)
  - Crain’s Small Business: 50 Tips to Improve Your Profits (May)
  - Get a Grip on Google Ads (August)
  - Instagram 101 (November)
- **Outreach & Meetings**
  - Attended 15 networking events
  - Weekly Fountain Square meetings (April to January)

MAINTENANCE & DÉCOR

- **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
Board of Directors

Executive Committee
Andrew McDonald, Board Chair | Rotary International
Mike McGuigan, Vice Chair | Hilton Orrington/Evanston
Chris Mailing, Treasurer | Owner, 1027 Davis St.
Hank Goldman, Secretary | Downtown Resident
Lori Stein | McCaffrey Interests
Paul Kogol | First Bank & Trust
Anthony Marco | Hilton Garden Inn
Chicago/North Shore Evanston

Staff
Annie Coakley, Executive Director
Laura Brown, Business Development & Marketing Manager

Board Members
Farhan Ali | Highlands REIT
Alan Anderson | Northwestern University
Wally Bobkiewicz | City of Evanston
Bob DeMarcke | Transwestern
Rob Gilbert | AHC Funds
Chris Hawxhurst | Colliers International
Paul Kogol | First Bank and Trust
Linda Larkin | Evanston Chamber of Commerce
Marty Lyons | City of Evanston
Ami Mayo | Golub and Co.
Laura Moreno | NAI Hiffman
Jim Nash | Farnsworth-Hill
Lynn Robinson | Robinson Rental
Marilyn Ruiz | Downtown Resident
Ed Strebb | Downtown Resident

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