2018 ANNUAL REPORT

PRINT
- Chicago North Shore CVB Guide
- CTA Rail cards (Purple & Red Lines)
- The Daily Northwestern
- ETHS Sports Programs
- Evanston RoundTable
- The Woman’s Club of Evanston Yearbook
- Chicago Tribune Open House
- “We Love Evanston” posters
- Downtown Evanston Map
- EvanstonNow
- Visitor’s Guide

ONLINE/ON-AIR
- XRT 93.1 (10-week campaign featuring 17 business sponsors)
- Chicago’s North Shore CVB website & e-newsletter
- EvanstonNow
- Facebook & Instagram
- WBEZ 91.5
- Vocalo Radio
- Chicago Magazine

NEWSLETTER
- Distributed 19 e-newsletters featuring business and community events to 5,000 subscribers (1 per month and 7 special event announcements)

STREET POLE BANNERS
- Installed 93 banners representing 43 business sponsorships (November)
- Banners featured the “We Love Evanston” campaign design

MATERIALS
- Downtown Evanston Map & Guide (18,000 copies)
- Shop Evanston postcards (June)
- “We Love Evanston” posters to promote local businesses (April)
- “Open During Construction” signs and sidewalk adhesives
- Open House Chicago maps (October; partner with CVB)
- “Shop Small” video (November; partner with City of Evanston)

WEBSITE
- 67,147 users (87% new users)
- 155,424 page views (increase of 8,800 from 2017)

HOST
- Pop-Up Market (March)
  - 19 artists/makers at Terra & Vine: 150 attendees
- Thursday Night Live (June to August)
  - 250 attendees per concert; 10 concerts
- Get Fit Friday (June to August)
  - 8 businesses hosted free fitness classes at Fountain Square
- Sip & Stroll (June)
  - 300 attendees; 20 businesses
- Sidewalk Sale & Chalk Art (July)
  - 26 businesses
- Big Bite Night (October)
  - 2000 attendees; 35 restaurants
- Oktoberfest (October)
  - 1300 attendees; 16 breweries/cideries; 11 sponsors
- Small Business Saturday (November)
  - 59 businesses; $10,000 spent by consumers as part of passport program
- Warm Bevvy Walk (December)
  - 400 attendees; 41 businesses
- Holiday Tree Lighting (December)

PARTNER
- Evanston Explorers (February)
  - 400 attendees; 10 businesses
- Storytime at Fountain Square with Evanston Public Library (June to Sept)
  - 5 story time events; 25 at each event
- Chicago Architecture Foundation Open House Chicago (October)
  - Thousands of visitors over 2 days to 16 Evanston sites

PLACEMAKING
- Evanston Chalks (bimonthly)
- Beacon Academy art installation at Colectivo Coffee (April)
- Ballet Folklorico Performance at Fountain Square (May)
- Bhangra performance at Fountain Square (June)
- Two mural installations at Church Street Metra underpass with EMAP (August)
- Holiday Window Decorating Contest (December)

ORGANIZATION
- Board of Directors
  - 21 Board Members
  - 7 Executive Committee Members
  - Formed SSA Advisory Committee
- Retention & Attraction
  - Attended Int’l Council of Shopping Centers (ICSC) Deal-Making (March & Oct.) & Brokers Event (May)
  - Social Media Influencer food tours (June)
  - Medill Program to provide marketing suggestions to 10 businesses
  - Hired Windows Matter consultant for 6 retail businesses
  - Hired PR Firm to promote Small Business Saturday & Holiday events
- Business Workshops
  - Instagram Workshop with CVB @fabfoodchicago (June)
  - Art After Hours Cracking the Social Media & Personal Branding (October)
  - Yelp 101 Educational Workshop with CVB (November)

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 Smylie, Vice Chair | Smylie Brothers
Anthony Marco, Treasurer | Hilton Garden Inn
Chicago/North Shore Evanston
Marilyn Ruiz, Secretary | Downtown Resident
Stefanie Olencheck | Hyatt House
Katrina Meckes | Industrious Evanston

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

BOARD MEMBERS
Farhan Ali | Highlands REIT
Wally Bobkiewicz | City of Evanston
Marty Cless | Core & Rind Hospitality
(1026 Davis St.)
Dave Davis | Northwestern University
Chris Hawxhurst | Colliers International
Linda Larkin | Evanston Chamber of Commerce
Ami Mayo | Golub and Co.
Gregory Stewart | Downtown Resident
Carrie Strazinski | NAI Hiffman
Ed Strebb | Downtown Resident
Angela Valavanis | Creative Coworking
Paul Zalmazek | City of Evanston

BUDGET:
$579,803

2018

Advertising
$74,863

Events
$51,488

Public Way Maintenance
$158,400

Admin–Personnel
$207,599

Tenant Retention and Attraction
$4,387

Map & Guide Printing
$6,913

Public Way Aesthetics
$27,813

Administration–Non Personnel
$48,340

$74,863

$51,488

$158,400

$207,599

$4,387

$6,913

$27,813

$48,340

DowntownEvanston.org
909 Davis St., Ste. 500
Evanston, Illinois 60201
(847) 866-6319 | info@downtownevanston.org