2019 ANNUAL REPORT

PRINT
- Chicago North Shore CVB Guide
- CTA Rail cards (Purple & Red Lines)
- The Daily Northwestern
- Evanston RoundTable
- The Woman’s Club of Evanston Yearbook
- Chicago Tribune Open House Chicago Insert (Oktoberfest)
- Better Chicago Magazine

ONLINE/ON-AIR
- XRT 93.1 (10 week campaign featuring 14 businesses)
- Chicago’s North Shore CVB website & e-newsletter
- EvanstonNow
- Facebook & Instagram
- Vocalo Radio
- Patch.com

SOCIAL MEDIA FOLLOWERS
- Instagram:
  - December 2019 (7,500)
  - December 2018 (5,310)
- Facebook:
  - December 2019 (9,405)
  - December 2018 (8,657)

MATERIALS
- Downtown Evanston Map & Guide (18,000 copies)
- Summer Events Rack Card (6,000 copies; June)
- Shop Evanston postcards (1,000 copies; May)
- “Come on In, We’re Local” Signs (150; November)

NEWSLETTER
- Distributed 27 e-newsletters featuring business and community events to 5,500 subscribers

PR & MEDIA
- WGN Around Town segment
- WCIU The Jam “Mother’s Day” segment
- WGN Mid-Day News cooking segment
- Hosted Lifestyle Influencers & Bloggers to cover downtown Evanston businesses (May & June)
  - @naturalista
  - 5 international LGBTQ influencers
  - @kidsareatrip
  - @travelmindset
  - @tingmystyle
EVENTS

HOST

- Hygge Fest (February 16–22)
  15 events
- Downtown Wellness Crawl
  5 businesses offered a class; 40 attendees
- Thursday Night Live (June–August)
  300 attendees per concert; 10 concerts; 2 block party events
- Get Fit Friday (June–August)
  6 free fitness classes
- Sip & Stroll (June)
  400 attendees; 30 businesses
- Sidewalk Sale & Chalk Art Contest (July)
  30 businesses
- Bike to Work Week Rally (June)

ORGANIZATION

- SSA Reconstitution
  - Outreach: public meetings, video, online petition
  - Successfully completed in January 2020
- Retention & Attraction
  - Attended ICSC deal-making event
  - Partnered with NU Medill to provide free marketing to businesses
  - Co-sponsored Google Analytics and Cyber Security workshops
  - Hired ecommerce company to lead Holiday Marketing workshop
  - “Tidy Up” presentation with Mayor Hagerty
  - Hosted Customer Service workshop with Wintrust Bank

MAINTENANCE & DÉCOR

- Garbage Pick-up 6x/week (130 bins)
- Weekly sweeping, litter removal, cleaning tables/chairs at Fountain Square
- 1 power wash
- 4 seasonal plantings in 54 planters
- Holiday Décor: installed 185 wreaths

PARTNER

- Fountain Square Dedication (May)
  300 attendees; entertainment program with music and performing arts groups
- Storytime at Fountain Square with Evanston Public Library (June to August)
  3 story time events; 30 at each event
- Evanston Pride Fest (July)
  Co-hosted event with City of Evanston at Fountain Square; 500 attendees
- Chicago Architecture Foundation Open House Chicago (October)
  Thousands of visitors over 2 days to 16 sites in Evanston
- Vintage Garage Chicago
  Invited a popular Chicago-based event to a new home in the Maple Parking Garage; 3 events with over 1000 attendees at each

PLACEMAKING

- Piano installed and painted by Amanda Evanston at Fountain Square (May–November)
- Coordinated with One River School to paint 16 City of Evanston Utility Boxes (June–August)
- Holiday Window Decorating Contest (December)
BOARD OF DIRECTORS

EXECUTIVE COMMITTEE
Andrew McDonald, Board Chair | Rotary International
Mike Smylie, Vice Chair | Smylie Brothers
Marilyn Ruiz, Secretary | Resident
Stefanie Olencheck | Hyatt House
Eric Krzystoflak | Wheel & Sprocket

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

BOARD MEMBERS
Farhan Ali | Highlands REIT (Sherman Plaza)
Carol Bass | Downtown Resident
Ranee Berliant | Colliers International
Marty Cless | Core & Rind Hospitality (1026 Davis St.)
Dave Davis | Northwestern University
Renata Gherghiceanu | Golub and Co.
Patti McDermott | NAI Hiffman
Gregory Stewart | Downtown Resident
Angela Valavanis | Creative Coworking
Paul Zalmazek | City of Evanston

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

2019 BUDGET:
$616,926

- Public Way Aesthetics: $40,000
- Advertising: $61,000
- Events: $40,500
- Public Way Maintenance: $200,000
- Administration - Non Personnel: $43,100
- Map & Guide Printing: $18,000
- Tenant Retention and Attraction: $3,000
- Admin - Personnel: $211,326

Events
$40,500

Public Way Aesthetics
$40,000

Map & Guide Printing
$18,000

Tenant Retention and Attraction
$3,000

Admin - Personnel
$211,326

Advertising
$61,000

Public Way Maintenance
$200,000

Administration - Non Personnel
$43,100

2019 BUDGET:
$616,926