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ANNUAL REPORT



19

2019 ANNUAL REPORT

A D V E R T I S I N G



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)



NEWSLETTER

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



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)



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

M A R K E T I N G

E V E N T S



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 Krzystofiak | 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



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