

# 2021 ANNUAL REPORT

111 E. 4th St. - Suite 315 • Alton, IL 62002 • (618) 463-1016 • DowntownAlton.com

**Alton Main Street continues to keep our chosen Transformation Strategies front of mind; these three principles guide our work toward a beautiful downtown district that is full of culture and commerce.**

**The Outdoor Experience • Encouraging Entrepreneurship • Cultivating Creativity**

**22** establishments participated in this year's **Pup Crawl** - bars of course, but retailers as well! The dogs even got in on the art at Jacoby Arts Center.



*Pawfectly Creative!*



The **Alton Farmers' & Artisans' Market** is thriving; our 24-week season was packed with activities to compliment your shopping experience. The number of out-of-state plates in the parking lot is steadily increasing! We were excited to win "**Best Local Annual Event**" in the Telegraph's 2021 Best of the Best poll.



This year we tripled our typical distribution of **SNAP Double Bucks**- that's \$13,000 worth of healthy produce for low-income families, purchased from local farmers.

At this year's **All-Wheels Drive-In Car Show** we had the honor of hosting an automobile that was previously owned by Hollywood icon Steve



McQueen! To commemorate the occasion, local artist Michael Snider created a larger than life custom Kooliverse piece of the actor to display at the event.

Our **Night Market on Broadway** continued to flourish in its sixth year - Downtown Alton is becoming well known as the place to be on Thursday summer nights for live music and incredible art. This year's fireworks, compliments of the Great Rivers & Routes Tourism Bureau, were just the way to kick things up a notch!



*Our Mission: Engaging our community in the continued renewal of our historic downtown district and Mississippi River heritage by cultivating an attractive center of economic and social activity.*

# ALTON MAIN STREET

## 2021 ANNUAL REPORT

### Thanks to everyone who served on the 2021 Board of Directors

#### DIRECTORS

President - Stephanie Schrage  
Vice President - Chris Miller  
Treasurer - Sheila Curry  
Secretary - Yvonne Campbell

Keljon Byrd  
Jayne Simmons  
Trish Holmes  
Kirby Ontis  
Jackie Duty

*thank you*

Rachel Lappin  
Damian Jones  
John Gajewski  
Trudy Bodenbach  
Sally Kirbach  
Michael Snider  
Emily Keener

#### ADVISORS

Alderman Brian Campbell  
Alderman Ray Strebel  
Zeke Jabusch  
Deanna Barnes



### 2021 Awards & Recognitions

*Funky Planet Toys & Gifts* - Best New Business of the Year  
*Refabuloused Relics* - Best Storefront Rehab of the Year  
*Sally Kirbach* - Celebrating 6 years of service on the Alton Main Street Board of Directors  
*Sara McGibany* - Celebrating 15 years on the job this year as our Executive Director

### Volunteers of the Year in each of the 4-Points of Main Street's approach to Downtown Revitalization:

Penny Schmidt (Economic Vitality)  
Sandy Crawford (Design)  
Greg Snyder (Promotions)  
Brenda Eardley (Organization)



Photo credit, Bob Gill



### Alton's New Street Mural

This fall we commissioned the Alton Ripple, a colorful street mural at the intersection of 3rd & State Streets which received an abundance of coverage from St. Louis media.



**Alton Main Street**  
Sara McGibany, *Exec. Director*  
111 E. 4th Street, Suite 315  
Alton, IL 62002  
Phone: 618-463-1016



**Join the Fun!  
Volunteer!**

Follow us on Facebook!

[facebook.com/AltonMainStreet](https://facebook.com/AltonMainStreet)



## SPONSORS & PARTNERS

### PLATINUM SPONSORS

City of Alton  
Great Rivers & Routes  
Tourism Bureau  
Simmons Hanly Conroy

### GOLD SPONSORS

Chiro One  
AdVantage  
Riverbender.com  
The Telegraph  
WBGZ Radio

### SILVER SPONSORS

Alton Memorial Hospital  
Phillips 66 Wood River Refinery  
First Mid Bank & Trust  
1st Mid-America Credit Union  
Argosy Casino

### BRONZE SPONSORS

CNB Bank & Trust  
Alton Steel  
Busey Bank  
OSF Saint Anthony's Health Center  
First Community Credit Union

### BUSINESS PARTNERS

Alton Area Landmarks Assoc.  
Alton Community Service League  
Alton Marina  
Alton Physical Therapy  
Alton Pride  
Alton School District  
Altonized Community Federal

Credit Union  
Audubon Center at Riverlands  
Bakers & Hale  
BASECAMP.alton  
Bee Sure Home Inspections  
Best Western Premier Alton /  
Great Rivers Tap & Grill  
Big Boys Q  
Bossanova Restaurant & Lounge  
Brown Bag Bistro /  
1904 General Store  
Cafe 111  
Campbell's Construction and  
Restoration  
Caravan Resale Shop / Oasis  
Women's Center  
Chez Marilyn  
Citizens Equity First Credit Union  
Country Meadows  
Cracker Factory Great Rivers  
Lodging  
Crown Vision Center  
Decaro's  
Dolci di Anna  
Edward Jones Invest-  
ments  
Epicurean Fare  
Funky Planet Toys & Gifts  
Germania Brew Haus  
Golden Road Organics  
Granny's Uniforms Work  
Fashions & More  
Hayner Public Library District  
Illinois American Water  
International Brotherhood of  
Electrical Workers #649  
It's Raining Zen  
Jacoby Arts Center  
Jennifer Bishop's School  
Of Dance  
Juniper Environmental  
LaMay's Catering  
Lieber Vision Center  
Lucianna's Pastries  
Lyons Glass Company  
Macias Insurance Agency

*thai  
yo!*

Marquette Catholic High School  
Meeting of the Rivers Foundation  
Midwest Members Credit Union  
Miller King Law Firm  
Mom Said No  
Moon Beam Initiatives  
Moon Drops + Wellness  
Morrison's Irish Pub  
Mudge Professional Services  
My Just Desserts  
New Frontiers Home Furnishings  
North Alton-Godfrey Business  
Council  
Olive Oil Marketplace  
Picture This & More  
Poputopia Gourmet Popcorn  
& Sweets  
Republic Services  
River Bend Yoga  
Riverbend Growth Association  
Robert "Bob" Sanders Waste  
Systems  
Sam's Loans  
Schwartzkopf Printing, Inc.  
Senator Rachelle Aud Crowe  
Senior Services Plus  
Shelter Insurance  
Sierra Club - Piasa Palisades Group  
Soul Sanctuary  
State Street Market  
Stifel Investment Services  
The Loading Dock  
The Lovejoy Wedding & Event  
Center  
The Milton Schoolhouse /  
Maeva's Coffee  
The Old Bakery Beer Company  
The Rivers Vedge  
The Ruby Wren Eclectic Boutique  
Time Machines Unlimited Car  
Club  
Upper Alton Association  
Third Street Hair Co.  
Williams Office Products  
YWCA of the Metro East

We were selected as a  
**Community Navigator** for the  
State of Illinois, and helped  
hundreds of small businesses  
owners access pandemic  
relief programs.



Our volunteer landscape  
maintenance crew continues  
to do a fantastic job with  
gardening and litter removal  
across the district.



We hosted another exciting  
**IdeaBounce®** this year with  
Washington University; at this  
Shark Tank-like event Aria's  
Cookies & Confections won  
first prize!

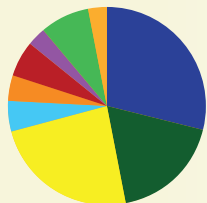
The theme for this year's **Mississippi Earthtones Festival** was Metamorphosis, and 6,000 of you turned out to help us and the Sierra Club celebrate our river through art, music and conservation.



**TRANSFORM & ELEVATE**  
MISSISSIPPI EARTHTONES FESTIVAL

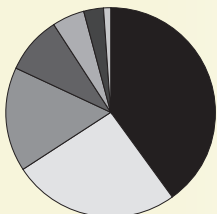


## 2021 Funding Sources - Total - \$129,857



- Sponsorship - 28.4%
- City Contribution - 24%
- Vendor Fees - 18%
- Ticket Sales - 5.3%
- Registration Fees - 4.3%
- Business Partnership Dues - 5.7%
- Residential Membership Dues - 2.9%
- Misc. Fundraising - 8.3%
- Grants - 3.1%

## 2021 Expenses - Total - \$109,345



- Project Staffing - 39.9%
- Project Supplies & Services - 26.7%
- Administrative - 15.9%
- Entertainment - 8.5%
- Fundraising - 5.3%
- Advertising - 3.3%
- Donations - .4%

### RESIDENTIAL SUPPORTERS

Sonja Furiya  
Nicole Gory  
Trish Holmes  
Damian & Dee Dee Jones  
John Keagy  
Emily & Nate Keener  
Sally & David Kirbach  
Rachel Lappin  
Everett Loy  
Chris Miller  
Kirby Ontis  
Ken Patterson  
Fred Pollard  
Angela Radcliff  
Kathleen Roszak  
Avonlea Schoeneberg  
Stephanie Schrage  
Debra Sheary  
Mary Jo Sinclair  
Michael Snider  
Antione Williams & Family  
Mardell Witcher  
Dana Wynn & Family

### PLATINUM PATRON

John & Jayne Simmons

### GOLD PATRONS

Penny Schmidt  
Roger Lewis

### BRONZE PATRON

Bridget McKay

### MEMBERS

Heather Allen  
Emily Beasley  
Jonathan & Melissa Bland  
Trudy Bodenbach  
Keljon Byrd  
Brenda Eardley  
Christine Favilla

*thank you*

### NEW (OR NEW TO THE DISTRICT) BUSINESSES WE HELPED SUPPORT IN 2021

Basecamp  
Dolci di Anna  
Funky Planet Toys & Gifts  
Jennifer Bishop's School  
Of Dance

KJ Fitness & Food  
Picture This & More  
Style Me Pretty Studio  
The Rivers Vedge

Alton's architecture is treasured as one of our most valuable assets - this year we awarded six facade grants to incentivize property owners to spruce up their signage, awnings, and exterior paint.



This year we updated our **Guide to Starting a New Business in Alton**, providing a step-by-step guide to help entrepreneurs set up shop in our community.

We launched a 4-month series of **First Fridays Late Night Art & Shopping Experiences**, and distributed \$1,000 in \$10 gift certificates as an incentive for shoppers to visit each participating store and gallery.



We organized a huge promotion for Small Business Saturday, including the Green Gift Bazaar and a brochure featuring discounts, refreshments, photo opportunities and more at our shops and restaurants.



We worked with **Jacoby Arts Center** to facilitate **Untold Black Stories of Alton**, a walkable photography exhibit and visual listening tour throughout Downtown which documented oral histories of Altonians. The exhibit was designed to catalyze diversity, inclusivity and equity within the downtown district.

