



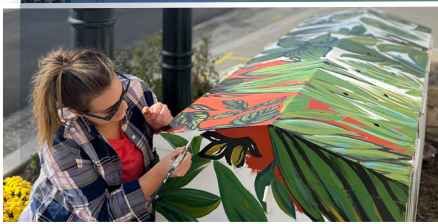
# ANNUAL REPORT 2022

111 E. 4th Street - 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**

This year we commissioned two gorgeous murals on Piasa Street, and also transformed a utility box on 3rd Street into a beautiful work of public art!



**We launched a new video storytelling series** called Choosing Alton, which shares the tales of why interesting and

diverse people have decided to lay down roots in our community. Our aim with this 12-episode series is to introduce or reiterate all of the reasons why Alton is a great place to live, instill a sense of community pride, and turn Alton's population decline around!



## The Untold Black Stories of Alton project

was honored with the Lt. Governor's Award for Excellence in Revitalization, recognizing this collaboration between Alton Main Street, Jacoby Arts Center and other organizations who were pleased to partner on this walkable photography exhibit and visual listening tour, which served as an inclusive placemaking effort that also enhanced the aesthetics of Downtown.



*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.*





## PLATINUM SPONSORS

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

## GOLD SPONSORS

Chiro One  
Renewal by Andersen  
AdVantage  
Riverbender.com  
The Telegraph  
WBGZ Radio

## SILVER SPONSORS

Alton Memorial Hospital  
Phillips 66 Wood River Refinery  
1st Mid-America Credit Union  
Imperial Manufacturing

## BRONZE SPONSORS

First Mid Bank & Trust  
Argosy Casino  
Ascent Dealer Services  
CNB Bank & Trust  
Busey Bank  
OSF Saint Anthony's  
Health Center

## BUSINESS PARTNERS

Alton Area Landmarks Assoc.  
Alton Community Service League  
Alton Exchange Mall  
Alton Marina  
Alton Odyssey Tours  
Alton Physical Therapy  
Alton Pride  
Alton School District  
Alton Yard Farms  
Altonized Community Federal  
Credit Union  
Bakers & Hale  
Bee Sure Home Inspections  
Best Western Premier Alton /  
Great Rivers Tap & Grill  
Big Boys Q  
Bossanova Restaurant & Lounge  
Brown Bag Bistro / 1904  
General Store  
Bubby & Sissy's  
Campbell's Construction  
and Restoration  
Centerstone  
Chez Marilyn  
Citizens Equity First Credit Union  
CJ's Juicery  
Country Meadows Antiques  
Cracker Factory Great Rivers  
Lodging  
Danny's Lounge  
Decaro's  
Epicurean Fare

FLOCK & Food Truck Park  
Forever Brittany Scrubs n More  
Funky Planet Toys & Gifts  
Germania Brew Haus  
Granny's Uniforms Work  
Fashions & More  
Hayner Public Library District  
Honke Properties  
Illinois American Water  
Illinois Natural History Survey  
International Brotherhood of  
Electrical Workers #649  
Jacoby Arts Center  
Jennifer Bishop's School  
of Dance  
Juniper Environmental  
Lieber Vision Center  
Macias Insurance Agency  
Marquette Catholic High School  
Meeting of the Rivers Foundation  
Miller King Law Firm  
Mom Said No  
Moon Beam Initiatives  
Moon Drops + Wellness  
Morrison's Irish Pub  
New Frontiers Home Furnishings  
North Alton-Godfrey  
Business Council  
Oasis Womens Center  
Olive Oil Marketplace  
Picture This & More  
Post Commons

River Bend Yoga  
Riverbend Growth Association  
Rushmore  
Sam's Loans  
Schwartzkopf Printing, Inc.  
Senator Rachelle Aud Crowe  
Senior Services Plus  
Shelter Insurance  
Sheppard, Morgan &  
Schwaab, Inc.  
Sierra Club - Piasa Palisades  
Group  
Soul Sanctuary  
State Street Market  
Theodora Farms  
The Conservatory  
The Loading Dock Bar & Grill  
The Lovejoy Wedding &  
Event Center  
The Old Bakery Beer Company  
The Rivers Vedge  
The Ruby Wren Eclectic  
Boutique  
Time Machines Unlimited  
Car Club  
Tony's Steakhouse & Bar  
Upper Alton Association  
VSalon  
Williams Office Products  
WOW Event Center  
YWCA Southwestern Illinois



Our **Night Market on Broadway** continued to flourish in its seventh year - Downtown Alton is becoming well known as the place to be on **Thursday summer nights** for live music and incredible art.

As a Community Navigator for the State of Illinois pandemic relief program, we helped hundreds of small business owners access valuable education and launched the **Eat Shop Play Alton** campaign in St. Louis media and on digital platforms.





We continue to promote and improve the **Alton Dog Park**.



This year we secured a gazebo donated by Lowe's to add a shady spot for pets and their humans.

We continued our **First Fridays Late Night Art & Shopping**

**Experiences**, and distributed \$1,000 in \$10 gift certificates as an incentive for shoppers to visit participating shops and galleries. A fun "Where's Wadlow" scavenger hunt was added to **incentivize** shoppers to take a closer look around at each location.



**RESIDENTIAL SUPPORTERS:**

**Platinum Patrons:**

Penny Schmidt  
John & Jayne Simmons

**Gold Patron:**

John Chick

**Bronze Patron:**

Stephanie Schrage

**Members:**

Betsy Allen  
Jonathan & Melissa Bland  
Brenda Eardley  
Christine Favilla  
Sonja Furiya  
Nicole Gory  
Jason Heeren

Trish Holmes  
Emily & Nate Keener  
Sally & David Kirbach  
Rachel Lappin  
Everett Loy  
Kathryn McKelvy  
Chris Miller  
Kirby Ontis  
Fred Pollard  
Angela Radcliff  
Kathleen Roszak  
Debra Sheary  
Mary Jo Sinclair  
Michael Snider  
Antione Williams  
& Family  
Mardell Witcher  
Dana Wynn & Family

*Your support is much appreciated!*

**NEW BUSINESSES (OR NEW TO THE DISTRICT) THAT WE HELPED SUPPORT IN 2022**

Alton Flea Market  
AP Cigar  
Dottie's Emporium  
KBK Stylez

Mineral Springs Salon  
Selfie City  
Tab's Cafe



This year our **Mississippi Earthtones Festival** returned to Alton's Riverfront Amphitheater, & thousands of you turned out to help us, the Sierra Club, and Jacoby Arts Center celebrate our river through art, music and conservation.





## Thanks to Everyone who Served on the 2022 Board of Directors!

### DIRECTORS

President - *Stephanie Schrage*  
Vice President - *Chris Miller*  
Treasurer - *Sheila Curry*  
Secretary - *Emily Keener*

### MEMBERS

Yvonne Campbell  
Rachel Lappin  
Jenna Muscarella  
Roger Lewis  
Damian Jones  
Sydney Rushing

Michael Snider  
Mary Jo Sinclair  
Keljon Byrd  
Jackie Duty  
Barry Macias  
Hugh Halter

### ADVISORS

Alderswoman, Betsy Allen  
Alderman, Ray Strebel  
Lori Bockholdt  
Zeke Jabusch  
Debbie Frakes

## 2022 COMMUNITY AWARDS

Award of Excellence in Historic Preservation  
**V Salon**

Lifetime Achievement Award  
**Sam Balaco II**

Partner of the Year  
**Pride, Incorporated**

Patrons of the Year  
**John & Jayne Simmons**



Volunteer of the Year  
**Kitty Edelen**

Business of the Year  
**Rushmore**

Extra Mile Award  
**Alderman Ray Strebel**

The **Alton Farmers' & Artisans' Market** is thriving; our 24-week season was packed with activities to compliment your shopping experience.

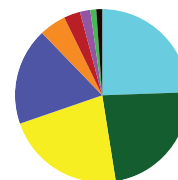
This year we invested in new colorful signage!

We also hit the \$50,000 mark of grant funding that we have distributed for the LINK Match program, which doubles the buying power for families with limited income to purchase fresh fruits and veggies from local farmers.



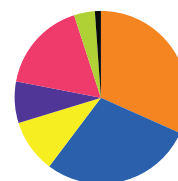
## How we put your 2022 Community Investment to Work

### Funding Sources - Total \$159,365



Sponsorship - 24.5%  
City Contribution 23.5%  
Grants - 22.7%  
Vendor Fees - 18%  
Business partnership dues - 4.9%  
Registration Fees - 2.9%  
Residential Membership Dues - 1.6%  
Ticket Sales - 1.4%  
Misc. Fundraising - 0.3%

### Expenses - Total \$148,858



Project Staffing - 31.5%  
Project Supplies & Services - 29%  
Advertising - 10.3%  
Entertainment - 7.9%  
Administrative - 17%  
Fundraising - 3.9%  
Donations - 0.4%



**Alton Main Street**  
Sara McGibany  
Executive Director

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**Connect with us Online**  
DowntownAlton.com  
facebook.com/AltonMainStreet

