



DESTINATION DOWNTOWN
JANESVILLE



Business Improvement District 2018 ANNUAL REPORT

Downtown Janesville

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CHAIRMAN'S MESSAGE

As I get ready to hand the reins over to our incoming BID Chairperson Shawn Reents, I wanted to reflect on our first year, and more importantly take a look at the exciting changes coming for 2019 and years to follow.

As noted throughout this report we had some great successes in our first year; improved communication with downtown business and property owners, new and improved events attracting thousands of visitors to downtown, a number of enhanced beautification efforts and much more. We as a BID board continue to learn what the best use of our resources are.

Early this year the BID awarded \$12,000 in Façade Grants to 6 downtown businesses helping spur almost \$160,000 in façade improvements in the heart of our downtown. With the assistance of BID funds DJI will have 3 new events in downtown in 2019. The BID also continues to fund additional beautification projects and provide marketing resources for downtown businesses through our co-op billboard program. Coming soon watch for an exciting new Downtown Marketing piece.

The Downtown Janesville BID is excited to be a part of the exciting revitalization of Downtown. The tremendous progress we have made is a true testament of what can be accomplished when the private and public sector work together for a common goal. If we all continue to work together there's no limit to how great our Downtown can become. When a Downtown thrives, the whole city flourishes!

2018 BOARD MEMBERS

Three-year term:	Bekki Kennedy	Shawn Reents	James Grafft
Two-year term:	Mick Gilbertson	Joe Quaerna	Mike Faust
One-year term:	Jim Alverson	Pat McDonald	Dave Marshick

2018 ACCOMPLISHMENTS

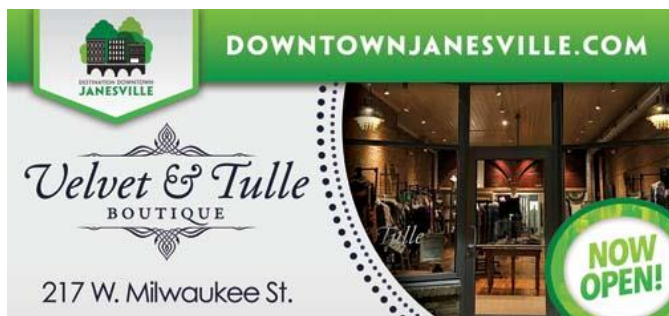
-A part time Executive Director was hired in February.

-We increased communication through emails that Executive Director collected when introducing herself to all BID businesses/ building owners.

-We saw increased attendance at all the Downtown Janesville Inc. events.



-Two new events were created with help from the BID. Music at the Marv which is a weekly concert series in the Lower Court house park and a Trick or Treat event which attracted over 3,000 attendees. With help from the BID these events were created and will now be self-sustaining through DJI.



-A co-op billboard program was started and featured 9 businesses.

-New banners were placed throughout Downtown. (Shop, Dine, Work, Play, Stay)

-Fall decor throughout Downtown. This is something that has not been done in previous years.

-Winter storefront lighting was installed along Main St. between Milwaukee and Court.

-New ornaments were purchased for the tree at the Roth Pavilion.

-Tulips were planted for the Spring of 2019.

-Evergreen trees will be put in the Milwaukee St. planters in the Spring of 2019.

-Snow removal was increased in Zone 1, helping with the windrows (keeping the full sidewalks clear).



FINANCIAL SUMMARY

Budget Item	2018 Budget	2019 Budget
Plantings/ Flower Baskets/ Beautification	\$7500	\$5000
Signage/ Banners *Marketing*	\$7500	\$7500
Snow Removal	\$20000	\$20000
Events	\$10000	\$9000
Business Recruitment/ Retention	\$15000	\$10000
Administration	\$25000	\$27835
Special Projects	\$10000	\$7500
Miscellaneous	\$5000	\$5000
Total:	\$100000	\$91825