

## Noteworthy Activities

- 5 Façade Grants Given
- 3 Sign Grants Given
- Revenue Budget: 26% BID Assessment & 74% Fundraising, Sponsorships, Investment & Savings

## Downtown Growth & Investment

**175**  
Businesses

**\$8.3M**  
Investment

**11**  
Events

**125,008**  
Attendees

# MARKETING REACH



**16,653**

Farmers' Market  
followers  
up 9.2%



**9,135**

DBA  
followers  
up 10.7%



**37,619**

Website  
sessions  
up 15.9%

**108**

Downtown Gift  
Cards Sold

**4%**

Vacancy Rate

**578.25**

Volunteer  
Hours

= \$17,318.59

Downtown Beloit is a collaboration of property owners, business people & community volunteers who have jointly committed to the mission of revitalizing & managing Beloit's Central Business District, utilizing the Main Street Four-Point Approach as established by the National Trust for Historic Preservation.

Want to learn more or get more details? Great!

Call or follow us at:

608.365.0150

557 E. Grand Ave.

Beloit, WI 53511

Facebook: DowntownBeloit or BeloitFarmersMarket

[www.downtownbeloit.com](http://www.downtownbeloit.com)

**From Chair Stephanie Knueppel:** I wanted to take an opportunity to tell you why I love being in downtown Beloit & supporting the DBA. When I opened my business in November 2014, I started in downtown Beloit & immediately fell in love. I was soon referred to the DBA for support in getting my business up & running, & I have to tell you I couldn't be more grateful for all the help I got from them as I was getting going. They helped connect me to programs & over time helped me find a new space & has definitely helped our staff grow to where we are today. From just me to now over 35 employees. The support of the DBA & our love for downtown Beloit is why we knew we wanted to stay downtown as our business grew. Not only do I love downtown Beloit, but my staff loves it as well. We love having great places to eat & shop just down the street where we can take a little stroll over a break & grab some great food & do a little shopping, grab that birthday gift we needed. We're super blessed to have so many great things around us at our convenience.

For these reasons I choose to support the DBA, both in terms of volunteering my time, but also financially. In case you weren't aware, it's important to know that we host a number of events throughout the year, at least one a week, year-round. Some of my favorites are Farmers Market, Street Dance, Oktoberfest, Spring & Fall Wine Walks, Holidazzle & Grand Lighted Holiday Parade. In addition, we offer a number of programs to help support businesses just like I was supported when I got up & running. So, for these reasons it's really important for me to be able to provide the support I do, both of my time & financially. Now we're looking to the community to help provide funding for services, events & programming. We're looking to you for support now, financially, volunteering, in-kind. So, if you or your business has something you think might help the DBA in some way, please reach out to us.

We're looking forward to the next few years & seeing the momentum that we've been building & continuing to grow & offer new things for the community. There's nothing better than being at one of our events & seeing the people of Beloit crowding the streets, enjoying all the wonderful things that downtown has to offer. We look forward to hearing from you & are grateful for your support. Thank you.

**2023 Board of Directors**

**Stephanie Knueppel**, Stateline Mental Health Services (Chair)  
**Dan Riemer**, Harris Ace Hardware (Vice Chair)  
**Barbara Schultz**, First National Bank & Trust Co. (Treasurer)  
**Kelly Eickstead**, Edward Jones (Secretary)

**Nikkie Chadwick**, Walnut Creek  
**Regina Dunkin**, City Council  
**Jessica Fox-Wilson**, Beloit College  
**RoseAnn Haedt**, Hendricks Commercial Properties  
**Matt Lee**, Century 21 Affiliated  
**Dennis Senz**, Senz Insurance  
**Rich Wolter**, Bucciferro Family McDonalds

**Staff**

**Sauna El-Amin**, Executive Director

**Anne Soderberg**, Promotions Coordinator

**Businesses Assisted**



- 14- New Businesses
- 2- Property Renovations
- 1- Property Sold
- 35- New Jobs Created

**Business Mix**



- 21% Retail
- 13% Dining
- 66% Service
- 100% COLLABORATIVE



**2023  
Annual  
Report**

**Downtown Beloit  
Association**