October 2019 Update

Visit us at:
MainDempsterMile.com

Add us on:
2019 Board of Directors

- Eric Young, President
- Alice George, Vice President
- Rogie Sussman
- Yun Park
- Gail Horvath
- Barb Cascio
- Hunter Owen
- Carl Ginsberg

2020 Board of Directors

- Yun Park, President (Soapie’s Cleaning & Tailoring)
- Hunter Owen, Vice President (Reprise Coffee Roasters)
- Rogie Sussman, Treasurer (Vogue Fabrics)
- Gail Horvath (Resident)
- Barb Cascio (Firehouse Grill)
- Carl Ginsberg (Autobarn)
- Bill Coyne (Kratos Strength Systems)
- Claire Kettelkamp (Kettelkamp & Kettelkamp)
- Ben Schapiro, (Everyday Cycles, EPL)
2019 YEAR-END FINANCIAL FORECAST

Forecasted Profit & Loss

TOTAL REVENUE $302,987
Forecasted Marketing Costs $53,757
Forecasted Placemaking Costs $87,482
Forecasted Admin Costs $132,732

PROGRAM EXPENSE (SIX MONTHS RESERVES)
$234,373
$39,597

SURPLUS $29,017

2019 MIX OF INVESTMENTS

Forecasted Marketing Costs, $53,757
Forecasted Admin Costs, $132,732
Forecasted Placemaking Costs, $87,482
WHO IS RAINBOWS?
Rainbows for All Children is dedicated to providing support for all youth as they navigate grief and heal from loss, whether from death, divorce/separation, deployment, deportation, incarceration or other trauma. Rainbows for All Children fosters awareness that youth require support to heal. We nurture a community of effective Rainbows-trained Facilitators, supported with a repository of resources designed to guide youth in their grieving process.

Rainbows operates 3 support groups in Evanston and hundreds around the country.

NEW IN 2019: WE ADDED A CHARITY PARTNER

WE GET:
• Volunteer help for our events
• Promotional help for our events

THEY GET:
• A portion of proceeds from our events
• The rights to our Wine Walk Raffle
• Exposure to our neighbors
COMMUNITY & MERCHANT ENGAGEMENT
MDM VILLAGE AT CUSTER FAIR, FEAT. THE SCHOOL OF ROCK STAGE
COMMUNITY & MERCHANT ENGAGEMENT

- Earth Day Neighborhood cleanup, April 2018
- Neighborhood Concerts / block parties
  - 3 on Main St
  - NEW! Summer’s End concert at Dempster & Sherman
- Successful Merchant Marketplace
COMMUNITY & MERCHANT ENGAGEMENT

“Color the Mile with PRIDE”
Convening Merchants & Property Owners
- Meeting with Chief Cook, Alderman Wynne, EPD
- Green Business Initiatives seminar
- Sustain Evanston walkthroughs
- Main Street Improvement Project
- CVB Seminar: Using Google for marketing

Connecting merchants
- Craftjack + MEAC
- JJ’s List Disability Players + CoE Equity Advocates
- Kratos Strength Systems + Autobarn
- Upended Productions “ALICE” + Main Street shop venues

Merchant Email Alerts grow and solidify

Matching funds for merchants
* Sidewalk planters
* Security Cameras
* Holiday window decorations
PLACEMAKING 2019

Bringing the Business District to life for Children with Fairy Doors!
PLACEMAKING: JENNIFER MORRIS PARK

In partnership with Cultivate Urban Rainforest & Gallery and the City of Evanston Parks Department

BEFORE

AFTER
PLACEMAKING: JENNIFER MORRIS PARK

COMMUNITY HERB GARDEN courtesy of Cultivate

REDEDICATION CEREMONY

Introducing the extraordinary Jennifer Morris to a new generation
PLACEMAKING: NEW PUBLIC ART

Ouizi Mural, 1231 Chicago

Chicago Bears Street Art (Truborn Gallery)
PLACEMAKING: NEW PUBLIC ART

RENEWABLE ART AT 600 WASHINGTON St: Revolving Mural, curated by Evanstonian Jordan Nickel (aka Pose) to replace the degrading mural currently there.

ARTIST VISION STATEMENT FOR THE DESIGN:
"I wanted to paint something that would make you stop and ponder but inevitably leave you with a positive uplifting message. My text collage is an abstraction of the quote made famous by Henry Ford.."If you think you can do a thing or can't do a thing, you're right." I wanted to update the quote to...

"if you think you can do a thing your right"

Its just meant to be an overall uplifting and positive take away for viewers that reflects the creative optimism that is Evanston.
Thanks, J"
ECONOMIC DEVELOPMENT: EVENTS

EVANSTON CRAFT CRAWL

Featuring tastings of craft beverages made on the Mile – Few Spirits, Sketchbook beer, Kombucha Brava kombucha

YELP’S CURE FOR CABIN FEVER ON THE MAIN-DEMPSTER MILE

Featuring in-store events throughout the cold weather months
ECONOMIC DEVELOPMENT: YELP’S CURE FOR CABIN FEVER (IN PARTNERSHIP WITH YELP NORTH SHORE)
ECONOMIC DEVELOPMENT:
EVANSTON WINE WALK

- 426 paid guests
- 48 participating businesses
- $1,477 Raised for Rainbows for All Children
ADDED TO THE WINE WALK THIS YEAR

TASTE OF THE MILE DINNER PARTY
• Hosted at Autobarn
• Featuring tastes from MDM restaurants
• Using catering help from the YWCulinary Program
WINE WALK HIGHLIGHTS

Belgian Chocolatier Piron

Augie LaCapra State Farm

Thrift House

Blind Faith Cafe
ECONOMIC DEVELOPMENT: CONTINUING THESE GREAT EVENTS ...

- Sidewalk Sale (with Downtown Evanston)
- Annual Celebration
- Spooky Saturday on the Main-Dempster Mile
- Small Business Saturday
- Holiday Treat Walk
BUILDING AWARENESS THROUGH ADVERTISING

CTA Purple Line
Ad Campaign: Nov-Dec 2019
# DIGITAL COMMUNICATION GROWTH

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<th>2017</th>
<th>2018</th>
<th>2019</th>
<th>%+/-</th>
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<td><strong>SOCIAL MEDIA</strong></td>
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<tr>
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<td><strong>BROADCAST EMAIL</strong></td>
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<td>Full list of contacts</td>
<td>887</td>
<td>1288</td>
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<td>Merchants list</td>
<td>336</td>
<td>329</td>
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<td>Residents</td>
<td>273</td>
<td>726</td>
<td>985</td>
<td>136%</td>
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GOVERNANCE

- Amended our bylaws to include a special membership category for businesses outside our tax district, but inside our community borders.

- Recruited and vetted Board & Committee volunteers.
# 2020 Proposed Budget Mix

## Budgeted Profit & Loss

<table>
<thead>
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<th>Cost Type</th>
<th>Budgeted Amount</th>
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<tbody>
<tr>
<td>Budgeted Marketing Costs</td>
<td>$59,000</td>
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<td>Budgeted Placemaking Costs</td>
<td>$72,330</td>
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<tr>
<td>Budgeted Admin Costs</td>
<td>$141,720</td>
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<td><strong>TOTAL REVENUE</strong></td>
<td><strong>$291,500</strong></td>
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<td><strong>PROGRAM EXPENSE (SIX MONTHS RESERVES)</strong></td>
<td><strong>233,453</strong></td>
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<td><strong>($39,597)</strong></td>
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<td><strong>SURPLUS</strong></td>
<td><strong>$44,872</strong></td>
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2020 PROPOSED EXPENDITURES

INCOME

$222,434.57 – SSA #6
$17,050 – Estimated event income
$7,440 – Estimated sponsorship income
$251,940 TOTAL

EXPENSE

$13,900 -- Advertising & Promotion
$12,000 -- Social Media Management
$35,900 -- Special Events
$45,500 -- Public Art & Aesthetics
$3,000 -- Merchant Grants
$72,653 -- Admin, Personnel
$22,030 -- Admin, Non-personnel
$39,597 – Reserves
$244,580 TOTAL
THANK YOU FOR YOUR SUPPORT

Visit us at:
MainDempsterMile.com

Add us on: