



BUILDING TOMORROW
PRESERVING YESTERDAY

Aledo Main Street 's 2011 Annual Report

spring



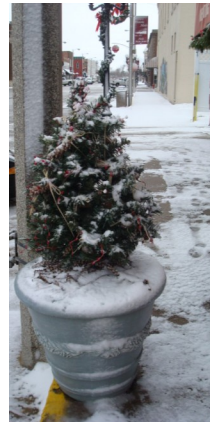
summer



fall



winter



Our Mission Statement

To honor and preserve our past
by continuing to improve the appearance
and revitalization of the central business district
and by promoting the entire community,
residential, commercial and industrial;
through community teamwork, promotions and marketing.

Our Vision Statement



To create an economic environment in Aledo
utilizing our historic downtown
allowing old and new businesses
to complement each other and flourish.

The revitalized downtown includes a variety of
retail shops, service businesses and upper story developments,
is supported by a coordinated technological infrastructure
and exhibits enthusiasm for entrepreneurs and customers.

We will enjoy new and continuing streetscape projects
including new awnings, green space, benches, lighting, etc.;
an environment to share with friends, neighbors and visitors.

This will all be accomplished through an enthusiastic volunteer group,
including business owners, citizens, community leaders, etc.
who will maintain the momentum of this vision
by implementing promotions, fundraisers
and providing input.

Our 2011 Board of Directors

Executive Board:

President: Gerrod Andresen Vice President: Bill Fleurette
Treasurer: Sandy Bull Secretary: Chris Sutton

Board Members:

Gary Wagner, Myron Higgins, Bruce Paul, Don Karch,
Carla Ewing

Past Presidents:

Jerry Hall, Dave McKnight & Laurie Benson

Executive Director: Pam Myers



Aledo Main Street continues to be a leading Illinois Main Street
community with their Premier status. One of only 6 in the state of
Illinois. There are over 50 Illinois Main Street communities, Aledo is
the smallest community with only a part-time director staffing.

Aledo...Where we call home!

Aledo Main Street will be celebrating its 10 year anniversary in 2012!

Over the past 10 years we have witnessed many changes to our community, with one thing remaining a constant- the people, and volunteers being the heart of our community. The quality of life we enjoy each and everyday, is something we should not take for granted, we should always protect and never give up on. AMS has enjoyed the amazing partnerships with many businesses, civic groups, organizations, residents, other communities, state organizations and the City of Aledo. We look forward to the future with the many projects, events and growth of our community. We realize that we will always have high and low points in the economy, but by working together we can find real solutions to the issues that may face us.

Our goals for 2012 will be to help enhance to the business climate in the community; by helping our existing businesses grow and prosper, help attract new businesses by cultivating an entrepreneur spirit, to keep the integrity of our historic downtown in place, and to promote Aledo as a great place to live, work, visit and shop.

We value our many volunteers and their time, we look to gain more help in the year 2012. As AMS grows so does our work load- so maintaining a strong volunteer base in crucial.

Here is to a successful and bright 2012!

To learn more go to www.aledomainstreet.com



Life in Downtown Aledo.....
its about the
PEOPLE!



2011 Accomplishments

- ◆ **January.** Worked on 2011 Work Plans for Board approval using these work plans to set 2011 budget. Our popular Main Street Farmers' Market will began in June; we received over \$2000 in grants/sponsorships plus matching funds to help promote/advertise. Held planning meetings for Progressive Dinner, Farmers Market, Rhubarb Fest, Community Marketing Campaign, and Cinema @ Central. Gave presentations at the MC High School, and Mercer County Farm Bureau-Primetimers.
- ◆ **February.** Finalized work plans for board/budget approval. Began work to set up at the Quad City Expo Show-Flower & Garden with local government officials, Main Street, businesses & other civic groups volunteering. Gave presentations at Kewansis, met with our Community Marketing Campaign Committee, Ladies on the Loose committee and began work on the Scholarship Program.
- ◆ **March.** Attended the QC Expo Flower & Garden Show-3 full days of promoting Aledo, only community represented at the show for the 5th year. Worked with Mercer County (MC) Economic Development, MC Farm Bureau, MC Health Department, Extension Office and Master Gardeners to continue our 4th year for the Main Street Farmers Market. Applications were due for the 2nd Annual MS Scholarship Program- Prepared for the Progressive Dinner and NEW fundraiser Great Ball Drop. Gave a presentation at the Y's Leadership Academy. Testified in front of State Legislature with Representative Patrick Verschoore- on behalf of the Illinois Main Street Program reinstatement.
- ◆ **April.** Sponsored 6th Annual "Ladies on the Loose" Retail Promotion Event. Close to \$3300 was spent by 45+ shoppers in 2.5 hours; 18 businesses participated in Pink Daisy Scavenger Hunt. Also appeared on Paula Sanda Live to promote the event. Designed & helped with the Central Park Band Shell Schedule of Events for 2011. Held our 2nd Progressive Dinner & Great Ball Drop; raising over \$4000 (this event is held every other year)
- ◆ **May.** Volunteers planted flowers in the downtown planters. Assisted with the 6th annual band shell season opener; helped distribute & prompted on our website the schedule of events for the season; Main Street Scholarship awarded 2 \$600 scholarships, 14 students applied, 23 businesses participated & over 90,000 votes were cast. Equating to over \$90,000 dollars spent at the 23 businesses in 7 weeks! Winners were Tanner Benson & Brittney Kenny. Attend the National Main Street Conference, in Des Moines, Iowa.
- ◆ **June.** Kicked off the 4th year for the Main Street Farmers Market. Participated in the 20th Annual Rhubarb Fest. Sold cookbooks, aprons, lanyards, historic mugs, puzzles and of course, rhubarb pies -in bright pink boxes! Also invited Orion Main Street to attend the festival, which they did and brought along over 200 homemade Rhubarb pies as well- this was their 2nd year attending.



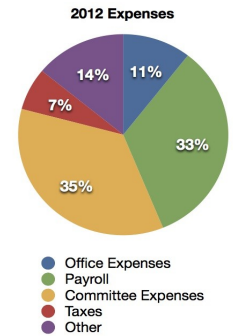
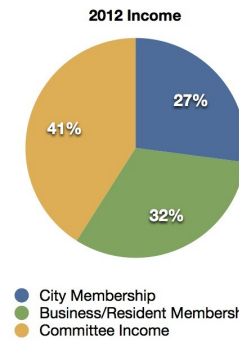
2011 Accomplishments

- ◆ **June (cont)** Held our 6th annual Alley Art promoting the arts, our youth and the downtown. First Cinema @ Central outside movie “Despicable me” Continued to work with businesses on facades and projects. Received our Sef Assessment results from the state regarding our program- AMS received RAVE REVIEWS!!!!1
- ◆ **July.** Second Cinema @ Central movie, “Gound Hog Day”. Aledo was personally invited by Illinois Main Street to again apply for the Great American Main Street Award. Continued to enjoy success and high attendance at Farmers’ Market- which we re-located to the Central Park. Also worked with the Illinois Extension Office, Chamber, and Tourism on the new Events & Festival Brochure. Also began working on Antique Days and our newest fundraiser Main Street Cow Plop!
- ◆ **August.** Third Cinema @ Central movie, “Toy Story 3”. Decorated downtown high-traffic corners with fall decorations. Design Committee began meeting with several different businesses regarding new awning designs. Held our 9th Annual Antique Days with the Knucle Busters Car Club joining us for the 2nd year in a row. Proving to be a HUGE SUCCESS! The Car Show, Antique Market and local businesses experienced HUGE traffic, better than ever anticipated! Also appeared on the Paula Sands Show. Main Street Cow Plop fundraiser- “was fun, interesting at made us \$3000!”
- ◆ **September.** Coordinated luncheon at Central Park to kick off the Barnes Family Blue Grass Festival. City Wide Yard Sales were promoted and worked to promote another great festival in Aledo- The Annual Barnes Blue Grass Festival. AMS surveys were put in the City utility bills to see what the knowledge base was from the community regarding AMS.
- ◆ **October.** Closed out our 4th season of Farmers’ Market. successful! - 3,365 customers in 18 weeks, 10 seasonal/weekly vendors, \$17,094.00 in sales! Attended the 2011 Illinois Main Street Conference, also attending AMS volunteers, &City representatives Cynthia Dove and Mayor Bill Breeden. IMS annouced officially that Illnois Main Street suspension had been lefted, they also unvailled their new logo! AMS was asked to help sit on the new Economic Development Committee (EDC).
- ◆ **November.** Over 40 winter tree planters designed and installed. “Santa House” received some new trim and painting. Helped organize EDC newest project an Early Bird Shopping Open House- HUGE Success!
- ◆ **December.** Sponsored 7th annual Electric Light Parade, which kicks off the local Chamber’s “Holly Days” Celebration, this was the biggest and best electric parade ever! Mercer Market offered gift cards for the prizes to help increase entries- which worked! Every year gets better and better! Santa’s House was also open, over 175 children visisted with the Jolly Ole Elf himself!



2011 Budget (Jan 1-Dec 31, 2011)

Income:	
City of Aledo	\$ 14,000
Bus/Individual Pledges	14,500
New Members	2,000
Grants / Misc Income	100
Committee Income	<u>21,101</u>
	\$ 51,701
Expenses:	
Insurance, Taxes, Misc	5,560
Office, Postage, Phone	4,990
Payroll	16,380
Training, Travel	2,565
Dues, Sponsorships	1,350
Committee Expenses	17,392
Program Marketing	<u>1,000</u>
	\$ 49,237
Net Income	\$ 2,464



Sponsorship Opportunities

Downtowns are an important community symbol - the traditional center of government, finance, commerce and civic life. Everyone, not just downtown businesses and property owners, but every segment of the community, has a stake in the economic health of the downtown. Downtowns symbolize:

- Community economic health
- Community identity
- Partnership between private and public sectors
- Physical, historical and cultural heritage
- Local quality of life
- Local pride

Aledo Main Street, along with the efforts of the city and other organizations, are striving to maintain and improve our community’s economic health. We ask you to consider a financial contribution to Aledo Main Street. We appreciate and acknowledge the value of your time and money and we promise to put your contribution to work so that Aledo symbolizes a downtown and community-at-large that is alive and well and getting better all the time!

Giving Levels:

Premier Partner	\$ 5,000 and above
Gold Avenue Partner	2,500 - \$4,999
Silver Street Partner	1,000 - \$2,499
Bronze Boulevard Partner	500 - \$ 999
Parkway Partner	300 - \$ 499
Donor Drive Partner	50 - \$ 249

Partnerships

Thank You for your continued support!

1st Community Bank
1st Farm Credit Services
Albertson, WJ & Krista (I)
Aledo PB & PA Unit #200
Aledo Chamber of Commerce
Aledo Volunteer Fire Dept.
Aledo Health & Rehab
Aledo Jaycees
Aledo Meat Market
Aledo Muffler & Welding
Aledo Park District
Aledo Pawn & Gun
Andresen, Gerrod & Mandi (I)
Appleton Law Office
Baker, Jerry & Ella Mae (I)
Bennett, Glen & Dorothy (I)
Benson, Jeff & Laurie (I)
Bertrand, Bill & Ila (I)
Bewley Funeral Home
Bigham, Clint (*In-kind*)
Blessed By Nature
Boney's Farm Store
City of Aledo
Clark Signs
Cokel's Welding
College Ave. Presbyterian Ch
Cooper Floor Covering
Cooper, Gene & Virginia (I)
Country Bank
Curves For Women
Doherty, Janice
Farmer's State Bank
Fippinger Funeral Home
Fluette, Bill & Brooke (I)
Friends of the Library

Genesis Health Systems
General Grind & Machine
Goldsmith Jewelry
Hall's Shoes
Happy Joes / Subway
Hawthorn Ridge
Headquarters & Alley Outback
Heartland "Criations" Alpacas
Higgins, Myron & Kelly (I)
Holtschlag, Tony-Edward D Jones
Hunt, Don & Sally (I)
Justin Cook- State Farm Ins.
L R Hyett Furniture
Karch, Don & Oz
Kimball Cleaners
Knox Heating & Cooling
Knuckle Buster Car Club
Lanarchy Gaming Center
Lee, Richard, CPA
Linda's Flowers & Gifts
Loving Plumbing & Heating
Masonic Lodge
McIntyre Farms
McKnight Pharmacy
Meminger Metal Finishing
Mercer Carnegie Library
Mercer County Farm Bureau
Mercer County Family EyeCare
Mercer County Economic Dev.
Mercer County Historical Society
Mercer County Hospital
Mercer County Nursing Home
Mercer County Title
Mercer Market

Midwest Bank of Western IL
Miss Effie's Ice Cream & Eatery
Moline Foundation
Morrison's Greenhouse
Mullen Frank, & Jo Knox (I)
Myers, Don & Barb Myers (I)
Myers, Tony & Pam (I)
Newswander, Rick & Kathy (I)
Otten, Weldon & Cam (I)
Palmer, Dr. & Mrs. Dennis (I)
Paul, Bruce & Betty (I)
PC Works
Rattananont, Dr. & Mrs. (I)
Rhubarb Fest Committee
Ricke, Kevin & Pam (I)
Ruggles, Rusty (*In-kind*)
Serenity
Step-by-Step Consulting
Stuts Hallmark
Stuts Pharmacy
Sutton, Lou-Country Company
THE National Bank
(*partner + In-kind office space*)
The Times Record (*In-kind*)
TJ's Truck & Service
Town & Country Restaurant
University of Illinois
Don R. Vickrey Insurance
Wagner Pharmacy
Waugh, John-Country Company
Welch Plumbing & Heating
WRMJ
Zenk Excavating
Zwicker, David- Attorney
* (I) = Individual(s)

Volunteers

the **Heart** of Aledo Main Street!

Aledo Main Street wishes to again thank our volunteers for the over 5,733 volunteer hours that were so graciously provided to the Main Street Program in 2011! Our volunteers are definitely making things happen!

Thank You!

Aledo Main Street is an open organization and you can inquire, volunteer, donate, etc. at any time. If you have questions, you can contact Pam at 582-2751 or you are welcome to attend our regularly scheduled committee meetings held **the 1st Tuesday of each month at 6:30 pm** - when all four committees meet at the Main Street office or you can visit our website at www.aledomainstreet.com for additional information.

Thank you to our **Committee Chairs** for their leadership:

Design
Economic Restructuring
Organization
Promotions

Janice Hall / Oz Karch
Gerrod Andresen, Gary Wagner
Chris Sutton, Laurie Benson
Bruce Paul, Pam Myers



www.aledomainstreet.com Online Statistics

Oct 2009–Nov 2010: 12,740 visits 9,930 unique visitors 47,035 page views
Oct 2010- Nov 2011: 11,876 visits 9,012 unique visitors 40,567 page views