



ALEDO MAIN  
STREET, INC. NFP

JANUARY- DECEMBER

# 2022

# AMS ANNUAL REPORT



## MORE INFO :

309-582-2751

[lindsey@aledomainstreet.com](mailto:lindsey@aledomainstreet.com)

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

Facebook: [@aledomainstreet](https://www.facebook.com/aledomainstreet)

201 W Main Street, PO BOX 209

Aledo IL 61231





# 2022

## COMMUNICATION, NETWORKING AND DEVELOPMENT

- Monthly Community Connection Meetings
- Frequent radio exposure on WRMJ 102.3
- Attended a Quarterly Illinois Main Street Workshop
- Attended Illinois Main Street Conference
- Attended Midwest Community Development Institute
- Attended Community & Economic Development opportunities when offered
- Offered a Meet & Greet with new AMS Director

## ACCOMPLISHMENTS

- The Aledo Farmers Market & Bake Sale had an increase in both the number of participating vendors and total sales in 2022. There were a total of 22 vendors that set-up throughout the entire farmers market season. There was a total of \$21,738 in vendor sales for the season. The average number of shoppers was 152 per week.
- Aledo Main Street and the Mercer Foundation for Health created a new event called "The Gathering Table" it was a benefit dinner with proceeds going towards the Mercer County & Sherrard School District Backpack Programs to help serve those with food insecurities. Attendees of the benefit dinner had a meal prepared and/or presented from local Aledo & Mercer County restaurants. Many ingredients were also purchased or donated by local farmers market vendors for a farm-to-table experience with an emphasize in supporting local establishments & agriculture. This benefit dinner also included an "auction" that raised over \$14,000 for the backpack programs.

## ACCOMPLISHMENTS CONT'D

- New Executive Director was hired in April. This is an accomplishment that the Executive Director for Aledo Main Street has always been a part time position. It is currently a full time position in thanks to a contribution from the City of Aledo.
- We were able to award 3-\$600 scholarships to a graduating senior at MCHS looking to further their education. The scholarship voting was significantly different than prior years, by having students write on the importance of shopping and supporting local businesses. They were to write an essay and then clips of essay were recorded and posted to the AMS FB page and played through WRMJ radio.
- Decorated Downtown Aledo on College Ave & Main St for both Fall and Winter. Fall Streetscapes were expanded to include more street posts throughout the sidewalks. Winter decorating included planter boxes along the sidewalks among decorating several available storefront buildings with lights and holiday décor to help the festiveness throughout the buildings.
- There was 1 ribbon cutting for Daisy Bliss Beautique for their 1 year Anniversary. There was 1 other new business that opened up in Downtown Aledo in 2022 and that was Midtown Burger Club located at 133 W. Main St.





Aledo Antique Days Tractor Show

# 2022

## VOLUNTEERS:

Thank you to all the volunteers that helped throughout 2022! So many hours were graciously given to ensure community events and happenings were able to occur. From driving golf carts at Rhubarb Fest to decorating Downtown street corners we are so grateful for the support! We are always looking for additional volunteers for the 4 pillars of Main Street that are: Organization, Promotion, Design & Economic Vitality.



## EVENTS & HAPPENINGS FOR ALEDO MAIN STREET IN 2022:

- Rhubarb Festival- 1st Friday & Saturday in June
- Aledo Antique Days & Car Show- 1st Saturday in August
- Fall Fest on Main Street- 1st Saturday in October
- The Gathering Table Benefit Dinner- October
- Early Bird Shopping- 2nd Saturday in November
- Shop Small Saturday- Saturday after Thanksgiving (National Shop Small Event)
- Holly Days- 1st Friday & Saturday in December
- Cinema@Central Movie Showings- 3 throughout the Summer
- Farmer Markets- June 9- September 29 ( Every Thursday for 17 weeks)

## NEW EVENTS

Aledo Main Street added 2 new events to our schedule, attracting new attendees and vendors.

## SOCIAL MEDIA REACH

Aledo Main Street Facebook page reached 69,450. This means our posts reached over 69,000 people in 2022. This is up 47% from 2021. Our Facebook page had 384 NEW page "likes". This is an increase of 27%. The AMS FB page had 7,561 visits throughout 2022 which is an increase of 45% since 2021. That's an average of 630 people visiting our social media page a month.



Fall Fest Main Street in Aledo  
Collab w/  
Daisy Bliss Beautique



The Gathering Table  
Collab w/ Mercer Foundation  
for Health







# 2022

## AMS BOARD OF DIRECTORS:

Melinda Galbreath- President  
 Lela Bieri- Vice President  
 Matt Essig- Treasurer  
 Erica Hajny- Secretary  
 Angie Bigham- Board Member  
 Gail Cooper- Board Member  
 Starr Fell- Board Member  
 Tami Tisor- Board Member  
 Dana Murphy- Executive Director (January-April)  
 Lindsey Dunn- Executive Director (April-December)



## ABOUT ALEDO MAIN STREET, INC. NFP

Downtowns are the heartbeat to any small town community. Aledo Main Street, along with the efforts of the City and other vital partners and organizations, are diligently working to improve our community's economic environment. **Aledo Main Street, Inc. NFP is a 501(c)(3) non-profit** organized back in 2001 for civic purposes. For more than 20 years Aledo Main Street has worked on preserving our Historic Downtown while also helping to revitalize it to ensure generations after us are able to enjoy it too. There has been significant investment into Downtown the past few years and while that has been wonderful there is still a lot of work ahead of us. As a Main Street Organization we heavily invest in Downtown, but we also encompass the greater Aledo Business District as a community that works together for growth and vitality. To do the work we do, we rely heavily on volunteers, donations and partnerships. If you are interested in volunteering, making a donation or wanting to be a partner with Aledo Main Street please reach out today!

### Giving Levels:

- |                            |                   |
|----------------------------|-------------------|
| • Premier Partner          | \$2,501+          |
| • Gold Avenue Partner      | \$1,001 - \$2,500 |
| • Silver Street Partner    | \$501 - \$1,000   |
| • Bronze Boulevard Partner | \$201 - \$500     |
| • Parkway Partner          | \$51 - \$200      |
| • Friend of Main Street    | \$50              |

## ALEDO MAIN STREET MISSION

*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.*







# PLANS FOR 2023

## 2023 BUDGET

Economic Development Contribution \$32,000.00

Business / Resident Partnerships \$18,000.00

City of Aledo Partnership \$18,000.00

Merchandise Sales \$500.00

Miscellaneous Income

Committee Income \$18,375.00

**Total Income: \$86,875.00**

Insurance - Commercial \$2,500.00

Marketing \$3,200.00

Office Expense \$3,760.00

Payroll \$46,000.00

Payroll Taxes & Professional Fee \$5,000.00

Postage & Shipping \$600.00

Committee Expenses \$18,150.00

Other Expenses \$1,000.00

Training / Conference Fees \$2,500.00

Travel & Room / Board \$1,200.00

Rent \$2,400.00

**Total Expenses \$86,310.00**

**Net Income: \$565.00**

## 2023 PLANNING

Aledo Main Street Inc is in the process of putting together a strategic plan to give us a guideline to work off for the next few years. We can share that once it has been completed with the help of our consultant.

In addition to our strategic planning process we will be updating our Partnership form & Vision/Mission Statement in 2023 amongst other organizational enhancements.