



2014 annual report

year in review

winter

- Received statewide recognition at AR Municipal League Winter Banquet:
 - Spirit of Main Street Award
 - Best Use of Social Media
 - Outstanding Executive Director, Meredith Bergstrom
 - Best Downtown Window Display, Siloam Flowers
 - Best Total Building Renovation, 28 Springs
- Named one of Arkansas Business' 2014 "City of Distinction" for Main Street Preservation

spring

- Began Master Plan: Coordinated several public meetings w/ 500 community members participating
- Published Downtown Dashboard
- Hosted springtime Girls Night Out
- Hosted 5th annual Main Event
- Hosted Dogwood Festival Bed Races

summer

- Recognized by Parade magazine (readership of 54 million) as one of the top 4 best downtowns in America
- Siloam Springs Farmers Market grew by 23% during the outdoor season
- Hosted Dog Day of Summer
- Hosted summertime Girls Night Out
- Completed Siloam Springs Downtown & Connectivity Master Plan

fall

- Siloam Springs City Board unanimously adopted the Master Plan
- Debuted new comprehensive promotional downtown website: www.mainstreetsiloam.org
- Hosted fall Girls Night Out
- Hosted Downtown Trick-or-Treat
- Hosted Holiday Open House

by the numbers

Downtown Promotions
\$11,838

Net Job Growth
Downtown
21

2014 Main Street
Event Days
84

Total Volunteer Hours
714

4
5
6
13

Funded 4 facade grants for a total of

\$3500.00

Collaborated to obtain 5 new bike racks in downtown Siloam Springs

Hosted 6 "Kids Day at the Market" Educational Days at the Farmers Market by working with the Benton County Master Gardeners

Welcomed 13 new businesses to downtown Siloam Springs:

- | | | |
|-----------------------|--------------------|--------------------|
| Joy of Motion | Inn at the Springs | La Creperie |
| Cross Country Cyclery | Threads | Verge Videos |
| Ash & Ember | Cooks Companion | Hudson Engineering |
| Joli Boutique | Bathe | Baby & Momma |
| | Red Beard Fitness | |

LAUNCHED NEW WEBSITE:
MAINSTREETSILOAM.ORG
with help from an Arkansas Economic Development Grant

This year, Main Street Siloam distributed **\$4300** worth of local food from the Farmers Market to low-income families through the Northwest Arkansas Farmers Market Alliance Double Dollar Program.

Facade Renovations.....	\$20,838.80
Building Rehabilitations.....	\$1,220,000.00
Buildings/Property Sold.....	\$1,554,500.00
Public Improvement Projects.....	\$48,881.00
New Housing Downtown.....	\$440,000.00
Total Downtown Reinvestment.....	\$3,284,219.80

COMPLETED THE DOWNTOWN & CONNECTIVITY MASTER PLAN:

A comprehensive planning document that will drive major infrastructure and quality of life improvements over the next 5-7 years.



a special thanks

event sponsors

Quarterly Invigorate Sponsors

- ▶ Presenting Sponsor: First Bank
- ▶ Spring Event Sponsor: Simmons Foods

Main Event

- ▶ Headlining Sponsor: Cobb
- ▶ Gold Sponsors: Cherokee Casino, Simmons Foods, International Cirque
- ▶ Silver Sponsors: Siloam Flowers, Broadway Contracting
- ▶ Bronze Sponsor: Arvest Bank

Siloam Springs Farmers Market

- ▶ Presenting Sponsor: Cobb
- ▶ Entertainment Sponsor: Simmons Foods

Dogwood Bed Races

- ▶ Presenting Sponsor: Cherokee Casino
- ▶ Checkered Flag Sponsors: Simmons Foods, Broadway Contracting, MetroPCS

6th Annual Dog Day of Summer

- ▶ Headlining Sponsor: Simmons Foods
- ▶ Big Dog Sponsor: Arvest Bank

Downtown Trick-or-Treat

- ▶ Headlining Sponsor: Simmons Foods
- ▶ Trick-or-Treat Bag Sponsor: Broadway Contracting

Holiday Open House

- ▶ Candy Cane Sponsor: DaySpring

program investors

Cornice Investors

- ▶ Cobb
- ▶ Main Street Arkansas
- ▶ Todd & Shelley Simmons
- ▶ Simmons Foods
- ▶ Walton Family Foundation

Pillar Investors

- ▶ East Chop Properties
- ▶ John Brown University
- ▶ Mark & Diane Simmons
- ▶ State of Arkansas

Facade Investors

- ▶ Dr. George & Mary Benjamin
- ▶ Broadway Contracting
- ▶ Loren & Shirley Dilbeck
- ▶ John & Tammy Engle
- ▶ Jody & Jessica Pinkerton
- ▶ Rachel & Corey Rhodes

Fountain Investors

- ▶ Broadway Contracting
- ▶ Lynch & Kathy Butler
- ▶ Centennial Bank
- ▶ Cherokee Casino
- ▶ DaySpring
- ▶ Norm Koeller
- ▶ Sandy Luetjen
- ▶ Gloria McEnroe
- ▶ Mike & Kathy Moss
- ▶ Chip & Carey Pollard
- ▶ Phillip & Leslie Porter
- ▶ Siloam Springs Regional Hospital
- ▶ Curtis & Amy Smith
- ▶ Sue Truitt

Bridge Investors

- ▶ David Allen
- ▶ Pete & Pat Allen
- ▶ Julie Chandler
- ▶ Dr. Dale & Pat Clemens
- ▶ Bob & Cathie Coleman
- ▶ Peter & Grace Davis
- ▶ Entre Nous Fortnightly
- ▶ Doug & Kathy Christ
- ▶ John & Lyn Guffey, Snappy Dry Cleaner
- ▶ Hank & Cheryl Harrison
- ▶ Scott & Linda Hodge
- ▶ Steven & Leann Johnson
- ▶ Anne & Preston Jones
- ▶ Chip & Amanda Miller
- ▶ Jerry & Cheri Moyer
- ▶ Gary & Debbie Murphy
- ▶ Gary J. Oliver
- ▶ Sheila Pierson
- ▶ Jack & Pat Riley
- ▶ Jim & Norma Robason
- ▶ Matt Snyder
- ▶ Federico & Tonya Suarez
- ▶ Harold & Donna Timboe
- ▶ Dr. Larry & Genia VanDyck
- ▶ Wasson Funeral Home
- ▶ Jay Williams

Lamp Post Investors

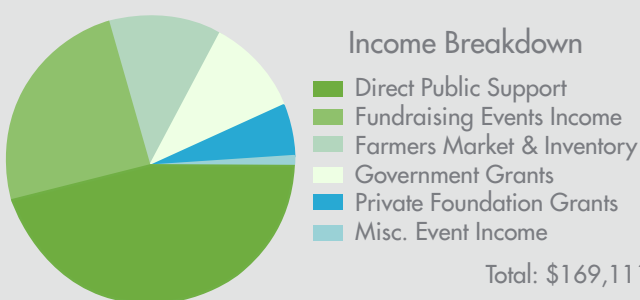
- ▶ Bill & Raquel Beck
- ▶ Brad & Hillary Burns
- ▶ Jerry & Valerie Cavness
- ▶ Jack & Sue Ellen Chase
- ▶ Trey & Summer Coleman
- ▶ Rodney & Dolores Deuel
- ▶ Cole & Jerrie Lu Everett
- ▶ Mike & Laura Flynn
- ▶ Patty Gambill
- ▶ Jim & Susi Gilbert
- ▶ Kerry & Dawn Hairston
- ▶ Marty & Cheri Harrison

- ▶ Mike & Jeanette Hayes
- ▶ Casey & Traci Letellier
- ▶ Brian & Cari Lewis
- ▶ Johnny & Nancy Lindgren
- ▶ Andrew & Traci McEachern
- ▶ Mark & Diane Miller
- ▶ Karl & Janice Mounger
- ▶ Lorraine Moss
- ▶ Oddvar & Amie Naustvik
- ▶ Frank & Jennifer Niles
- ▶ Carol Onstott
- ▶ Charles & Cecilia Peer
- ▶ David Pierson
- ▶ Jake & Trisha Posey
- ▶ Primavera Garden Club
- ▶ Ken Ramey
- ▶ Ben Rhoads
- ▶ Dr. Doug & Carol Smiley
- ▶ Dr. Scott & Kelley Stinnett
- ▶ Ron & Vonda Syler
- ▶ Steven & Kammi Thompson
- ▶ Gail Thorp

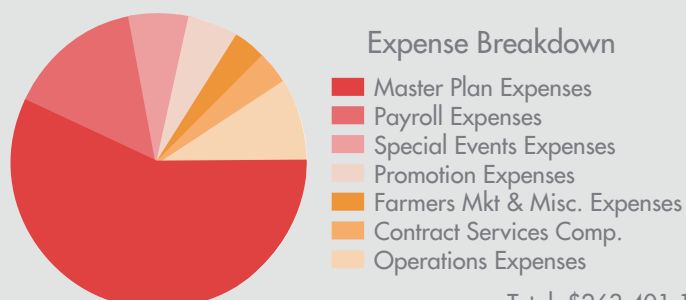
downtown members

- ▶ Il Gals' Junk
- ▶ Ability Tree
- ▶ Barnett's Dairyette
- ▶ Bathe
- ▶ Bridges to Wellness
- ▶ Cafe on Broadway
- ▶ Cari's Closet
- ▶ City Barber Shop
- ▶ Creative Corner on Broadway
- ▶ Crown Hotel
- ▶ Dean D. Vohs, Attorney
- ▶ Dickinson Law Office
- ▶ Dogwood Literacy Council
- ▶ Edward Jones Investments
- ▶ Ehrlich Motorwerks
- ▶ Elrod Law Firm
- ▶ Feyerabend Photoartists
- ▶ Fratelli's Wood Fired Pizzeria
- ▶ Gray & Gray Media
- ▶ Heather Hill Clothing
- ▶ Honeysuckle
- ▶ Houston Enzymes
- ▶ John T. Lee, Attorney
- ▶ KLRC Radio
- ▶ Lokalen Frame Shop
- ▶ Positive Touch Wellness Center
- ▶ Pour Jons' Coffee & Vinyl
- ▶ Red Beard Fitness
- ▶ Redeemer Presbyterian Church
- ▶ Rodger L. Keesee Insurance
- ▶ Sager Creek Quilts & Yarnworks
- ▶ Siloam Springs Chamber of Commerce
- ▶ Siloam Flowers & Gifts
- ▶ Siloam Springs Museum
- ▶ Siloam Springs Printing
- ▶ TC Screen Printing
- ▶ Threads
- ▶ 28 Springs Restaurant
- ▶ WellSpring Nutrition
- ▶ Willtech

income and expense



Total: \$169,111.50



Total: \$263,401.15

* \$100,00 of Master Plan expenditures in 2014 was received in 2013

mission Provide leadership to a community initiative for the revitalization of our downtown into an economically vigorous commercial center and a gathering place for hospitality, arts and entertainment in a carefully maintained historic district.

vision Preserve & enhance downtown Siloam Springs as a vibrant destination where our community springs to life.