

2016

# A HISTORIC YEAR IN DOWNTOWN SILOAM SPRINGS, AR

MAINSTREETSILOAM.ORG



## PEOPLE & EVENTS

Thousands of people attended **77 Main Street events** including the Farmers Market, Homegrown Festival, Girls Night Out series, Main Event, Farm to Table Dinner, Invigorate Seminar, Oktoberfest: Tap into History, Master Plan Update Public Meeting, Holiday Open House, Small Business Saturday, PokeWalk, and Holiday Late Night Thursdays.

Volunteers logged over **1,500 hours** toward downtown development.

Our social media platforms (Facebook, Instagram, Twitter) boast thousands of followers and have gained hundreds of new followers this year; in addition, our monthly newsletter reaches over 1,000 people



## MONEY INVESTED & AWARDED

Obtained **\$32,486 in grant funds** that were put to work for historic preservation and public art.

Awarded **six grants worth over \$7,500** through the competitive downtown façade grant program.

Invested over **\$8,250 promoting downtown** through brochures, billboards, social media and print advertising, including the Northwest Arkansas Tourism Guide, Northwest Arkansas Entertainment Magazine, and Edible Ozarkansas Magazine.

Distributed over **\$9,000 to SNAP recipients and seniors** to spend at the Farmers Market.



## BUSINESS & DEVELOPMENT

Released the **2016 Downtown Dashboard** (view on our website) to track and provide real estate information and statistics to potential new investors.

Hosted **four Invigorate Seminars for downtown businesses**, with topics ranging from Building a Bike-Friendly Town to Digital Marketing 101.

Coordinated **three site visits** from Main Street Arkansas interior and exterior design professionals to provide no-cost consulting to multiple businesses and non-profits within the historic district.

Downtown has a **90% occupancy rate** including all rent-ready commercial and residential

There are **so many amazing businesses downtown!** 7 eateries, 23 retail shops, 6 salons/barbers/spas, 2 dance studios, and many more professional services!

Over **20,000 hits** on Main Street's social media video advocating for the



## 3 NEW MURALS DOWNTOWN

**Otter Mural** by Jason Jones

**Deer Mural** by Jason Jones

**Heron Mural** by Jason Jones

## DOWNTOWN REINVESTMENT

FACADE RENOVATION

BUILDING REHABILITATION

PROPERTIES SOLD

PUBLIC IMPROVEMENTS

GRAND TOTAL

# \$7,457,585.00



3 PUBLIC ART INSTALLATIONS COMPLETED



OVER \$8K INVESTED IN DOWNTOWN PROMOTION



1500 HOURS LOGGED BY VOLUNTEERS



5 BUSINESSES OPENED OR MOVED DOWNTOWN

**MISSION:** Main Street Siloam Springs provides 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 within a carefully maintained historic district.

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





# A SPECIAL THANKS TO OUR TO OUR 2015 INVESTORS



## PROGRAM SPONSORS

### Girls Night Out

- March Sponsor: Siloam Springs Regional Hospital
- June Sponsor: Cherokee Casino

### The Main Event

- Headlining Sponsor: Cobb
- Gold Sponsors: Cherokee Casino, JBU, Simmons Foods
- Silver Sponsors: Arvest, Broadway Contracting, Inuendos Design Compan, Siloam Flowers and Gifts

### Dogwood Festival Bed Races

- Chekered Flag Sponsors: Broadway Contracting, Simmons Foods

### Siloam Springs Farmers Market

- Presenting Sponsor: Cobb
- Entertainment Sponsors: Cherokee Casino, Simmons Foods

### Farm to Table Dinner

- Presenting Sponsors: JBU, Simmons Foods

### Homegrown Festival

- Broadway Sponsors: Simmons Foods, Lokalen Frame Shop, TC Screen Printing
- Local Advocates: Arvest, Generations Bank

- Cole Everett
- Matt & Amanda Orcutt

### Fountain Investors

- Jack and Suellen Chase
- Ken Ramey
- Tim & Brenda McCord
- Oddvar & Amie Naustvik
- Bob Gray
- Tyler & Allison Carroll
- Lynch Butler
- Sue Truitt
- Matt & Meghan Feyerabend
- Kendall & Kathy Layman
- Ben Rhoads
- Il Gal's Junk
- Patty Arnett & Melissa Gute
- George & Mary
- Joe and Jen Butler
- Dayspring
- Chip & Carey Pollard
- Andrew & Tracie McEachern
- Brad and Hillary Burns
- Andrew & Robin Waits
- Cherokee Casino

### Bridge Investors

- Ed Ericson
- Raquel Beck
- Linda Brown
- Grace & Peter Davis
- John Elrod - Elrod Law Firm
- Mike & Laura Lee Flynn
- Michael and Jeanette Hayes
- Cammi Hevener
- Daniel & Diane Houston
- Steven Johnson
- Preston Jones
- Nancy & Johnny Lindgren
- Sandy Luetjen
- Stanley McKinnon
- Dr. Greg & Gail
- Stephen & Carolyn Meyer
- George & Angela Gillham
- Katrina Bradley
- Erin Fletcher
- Heart of the Home
- Tina Lockwood
- Deboarh Rowden
- CCOB
- Gary and Linda
- Jim & Norma
- Generations Bank
- Meredith and Ben
- Ben & Monica
- Chris & Emily- Pour Jons
- Jody & Jessica Pinkerton
- Hank Harrison
- Mr. & Mrs. Reid Carroll
- The Chamber of Commerce
- Dr. Dale and Pat Clemens
- Cole and Jeri Lu Everett
- Bob & Gloria McEnroe
- Lucinda Jenks
- Norman Koeller
- Jason and Heather Lanker
- Barry & Cindy Moehring
- Mike & Kathy Moss
- Jerry & Cherie Moye
- Phil & Brandi Perkins
- David Pierson
- Keith & Rhonda Rutledge
- Rob & Jeni Sample
- Morgan and Clark Scholz
- Windgate Foundation
- Bob & Cathi Coleman
- Randy & Kate Crafton
- Roger Holroyd

### Lamp Post Investors

- Don & Shirley Bailey
- Jackson Bishop
- Mary Boxx
- Danny & Marcy Brown
- Garrett Brown
- Jen Butler
- Tracy Canant
- Cindy Christopher
- Linda Coffey
- Dorothea Coleman
- Tammy Coleman
- Cathy Dickerson
- David & Jesyka Farley
- Kathy & Scott Ferguson
- Becky Flory
- Caroline Geer
- Margaret Gilbert
- Beth Goetz
- Anna Gouveia
- Beth Graves
- Claire Greathouse
- Robin Grigg
- Dorothy Hall
- Kristofer Hartgrave
- Lana Huckleberry
- Hank and Lucinda Jenks
- Ronnel Jeppson
- Bob & Ruthie Landsaw
- Alan Lutz
- Jonathan Mason
- Neal Mays
- Brian & Heather Morsman
- Carol Onstott
- Benjamin Ozanne
- Phillip Patterson
- Joni Peterson
- David Pierson
- Kerry Pruett
- Elliott Pruett
- Chad & Ansley Raith
- Matt and Mollie Reddin
- Joshua Reed
- Roger & Jennifer Remington
- Erin Rowe
- Kim Shull
- Tracy Smith
- Kelley Stinnett
- Gail Thorp
- Heather Tiefel
- Karen Tucker
- Leah Turner
- Andrea VanSandt
- Karin Woodruff

## PROGRAM SPONSORS

### Cornice Investors

- Cobb
- Todd and Shelley Simmons
- Simmons Foods
- Main Street Arkansas
- Arvest

### Pillar Investors

- Curtis & Amy Smith
- Kameron Slater
- Todd & Shelley Simmons
- Gates Corporation
- East Chop Properties
- Victoria Bossler
- Mark & Diane Simmons
- Wal Mart Supercenter: Siloam Springs

### Stained Glass

- George & Pat McEachern
- Loren and Shirley Dilbeck

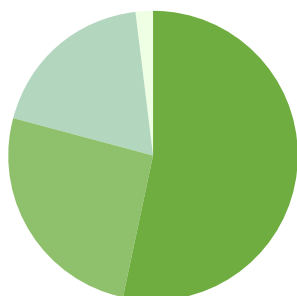
### Façade Investors

- Tammy Engle
- Cole Everett
- Matt & Amanda Orcutt
- Tammy Engle

## DOWNTOWN MEMBERS

- Ability Tree
- Barnett's Dairyette
- Creative Corner on Broadway
- Creekside Taproom
- Elrod Law Firm
- Farmers Insurance
- Feyerabend Photoartists
- Heart of the Home
- Heather Hill
- Hoffman Chiropractic
- Honeysuckle
- Il Gals Junk
- Occasions
- Pour Jons
- Sager Creek Quilts & Yarnworks
- Siloam Springs Chamber of Commerce
- TC Screen Printing
- Threads
- Willtech

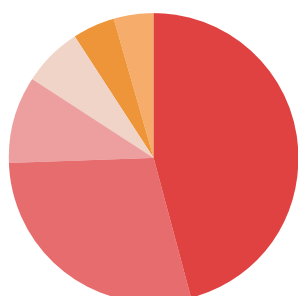
## INCOME AND EXPENSES



Income Breakdown

- Government Grants
- Direct Public Support
- Event Income
- Merchandise Sales

Total: \$ 2235,758.10



Expense Breakdown

- Downtown Programs
- Payroll
- Events Productions
- Contract Services
- Merchandise, Training, Dues
- Facility and Maintenance

Total: \$234,559.76