



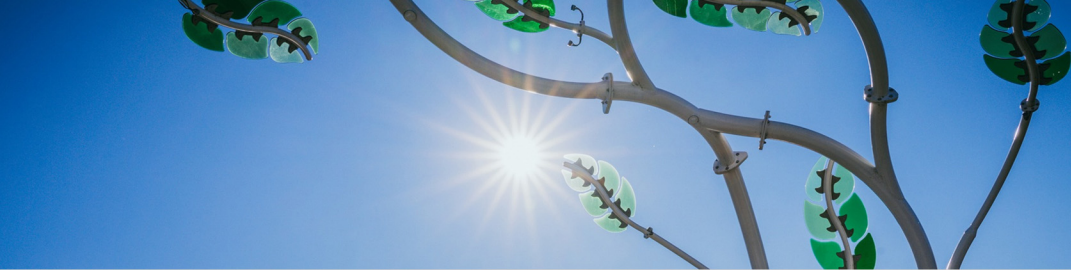
# DOWNTOWN JANESVILLE INC.

## 2023 ANNUAL REPORT



Downtown Janesville, Inc.  
P.O. Box 8081  
Janesville, WI 53547  
[info@downtownjanesville.com](mailto:info@downtownjanesville.com)





## OUR MISSION - THE ABCs

We Activate and Beautify Downtown Janesville. We Collaborate in making Downtown an appealing place to spend time and do business.

## OUR VISION

We envision Downtown Janesville, Inc. as an organization that is well-known and respected in the Janesville area, and a trusted partner to the City, the BID, AriseNow, and downtown businesses. We envision a capable staff, a strong and diverse DJI board, a cadre of hard-working volunteers, a downtown office, and reliable funding. With those strengths, we will run four signature events each year. Those events will elevate the profile of Janesville's downtown and generate traffic for its businesses. They will make DJI financially sustainable and help us keep downtown beautiful.

We envision Downtown Janesville as a busy, attractive, safe community hub. It will be a desirable place to spend leisure time, do business, work, and live. The Downtown will be busy, no matter the season. Real estate will be in demand, and there will be ongoing investment in businesses and buildings.

## OUR HISTORY

Over the last 20 years, Downtown Janesville Inc. (a 501c3 organization) has grown as a volunteer-driven organization that works with businesses and community organizations to help downtown become a destination for business, shopping, and eating. We organize festivals and events attracting a wide range of people from all over the county and stateline areas.

### Downtown Janesville, Inc. Board of Directors

Executive Committee  
Joan Neeno, President  
Connor Fox, Vice President  
Joshua Pickering, Co-Secretary  
Steven Genin, Treasurer  
Dan Cunningham, Past President  
Britten Langfoss, Ex-Officio

### Board Members

Courtney Perakis, Ann Roe,  
Rachel Teubert Jess Van Horn,  
Betsy Pelsue, Co-Secretary,  
Chris Zillman, John Fugate,  
Emily Arthur

### Community Partner Representatives

Paul Benson  
City Council Representative  
Christine Rebout  
Janesville Area Visitors &  
Convention Bureau  
Ryan McCue  
City of Janesville  
Lawan Glasscock  
Business Improvement District of  
Downtown Janesville

Elaina Szejewski  
Managing Director



## A MESSAGE FROM THE CITY OF JANESVILLE

A symbol of identity, our central neighborhoods has long been the space in which our community can unite. However, as our municipalities grew, changes brought outward growth, leaving these once-bustling urban centers less lively. What persevered, though, was the confidence that these distinctive spaces would always be at the heart of our community.

The City of Janesville is no exception, as broader community development at times shifted attention from our historic core. However, empowered with Downtown Janesville Inc.'s (DJI) enthusiasm, the stewards of our historic downtown persisted with efforts towards its renaissance. When Janesville developed its Strategic Plan in 2014, this determined endeavor was affirmed when the new "Downtown" strategic goal called on the City to position our downtown as a vibrant neighborhood where commerce, culture, entertainment, and history intersect.

The City's actions alone were not enough to bring about the vision of revitalization. For that, Janesville turned to collaboration exemplified by public-private partnerships like ARISENow and its historic investment in the award-winning Town Square. Newly formed community coalitions (organized and informal), explored new ways to program spaces and attract new visitors. Armed with this building momentum, downtown leaders took the next landmark step in the neighborhood's rich history when they petitioned the City to create a Business Improvement District (BID). This action represented a recognition by City and community leaders of the successes of cooperation and the buy-in of all involved in our shared goals.

The partnership between the City and DJI have only improved upon the synergy shared by our community partners. DJI's activities have increased engagement, bringing downtown property owners to the table to share their ideas for the downtown's revival. Physical improvements by way of beautification and grant programs have encouraged development and leveraged private investment. The City's infrastructure improvements have been perfectly complimented by DJI efforts to improve the business climate, promote improvement projects, and establish the downtown's exceptional visitor experience.

The impacts of these efforts are equally clear as our downtown remains actively programmed throughout the year, marketing itself as a premier destination for shopping, special events, and leisure. The City remains excited to continue to cultivate its partnership with DJI and other community partners in our downtown. As a community partner, we are eager to build upon these achievements and realize the successes of continued development. While much has been accomplished, the City knows much more is to come. As Janesville embraces the continued renaissance of our downtown, the City remains committed to a neighborhood that embodies our community's bright past, present, and future.

**Bottom line...DJI brings the FUN to downtown Janesville.**





# HIGHLIGHTED EVENTS



## WINE WALK - SPRING & FALL

Enjoy the Downtown Janesville Wine Walk and explore the city's charming downtown area. Participants can stroll through the streets, sampling a variety of delicious wines while enjoying the company of friends and neighbors. The Wine Walk is an excellent opportunity to discover new businesses, connect with local entrepreneurs and support the vibrant downtown community.



## MUSIC AT THE MARV

Music at the Marv in downtown Janesville at the Marvin W. Roth Community pavillion is a wonderful way for people to enjoy a fun-filled evening of live music, food and community. This family-friendly event brings together people of all ages and backgrounds to celebrate the local music scene and enjoy the warm summer weather. With a variety of talented musicians and bands performing every week during the summer, there is something for everyone to enjoy.



## FLANNELFEST

Sample delicious craft beer while wearing your favorite flannel attire. Held annually in February, this event brings together beer lovers from all over the area to enjoy a fun-filled afternoon of tasting unique brews. Attendees can wander from booth to booth sampling a wide range of craft beers. A must-attend event for anyone looking for a fun-filled afternoon of beer sampling, live music and community camaraderie.



## JANESVILLE'S JOLLY JINGLE

Ring in the holiday season with this fun family getaway weekend in Downtown Janesville! This festive weekend features a wide variety of activities for all ages including a walk-through light show, Santa visits, ice skating, a lighted parade, live theater, fireworks, a tree lighting, family entertainment, and more. Most events are free or low cost.



**JOAN NEENO**

## A LETTER FROM THE BOARD PRESIDENT

In less than a decade, Downtown Janesville has transformed from a sleepy district blighted by empty storefronts into a vibrant and dynamic hub of businesses that offer a diverse array of products and services. The addition of ARISE Town Square and construction projects on Main and Milwaukee Streets have created a walkable, beautiful place to visit. This transformation happened because of the great collaboration among Janesville's many stakeholders to take Downtown dreams and make them reality.

For the last 20 years, Downtown Janesville, Inc. (DJI) has been actively engaged in the activation and beautification of Downtown through the volunteer efforts of business owners and community members. The scope of DJI's activities has grown exponentially in recent years. We are truly at a crossroads — the old way of doing things can't meet the needs of a rapidly growing downtown.

In 2022, our board committed two days to a strategic planning retreat to map out our priorities for 2023-2025. These priorities are listed in this annual report. This marks a new era for DJI as we move to become a more mature organization with a shared vision and professional leadership.

We have already made tremendous progress on many of these priorities. In January, Elaina Szyjewski joined DJI as our first Managing Director. Elaina is a Janesville native with over 10 years experience in the event and hospitality industry. She graduated from UW-Madison and was the Director of College Events at Beloit College for the past six years. She works out of DJI's new office at 315 W. Milwaukee Street and has already made great strides in organizing our efforts. In particular, she is creating a shared online repository for documentation, acting as a liaison to Downtown businesses and the community, and improving our processes for event sponsorship, marketing and event management.

There is still a lot of work ahead of us to help Downtown Janesville reach its full potential. We are excited for the future and grateful to our many partners that share our commitment to fostering a vibrant Downtown. Our first Annual Report is an opportunity to share where we've been and where we're going. We thank you for your support.



## 2023 FINANCIAL SUMMARY

Downtown Janesville Inc. is seeking the help from our community and its partners to raise \$10,000.



DJI is a not for profit organization with a mission to activate and beautify Downtown Janesville. We aspire to be a consistent and respected voice in decisions about Downtown Janesville and a valued partner to the City of Janesville, downtown businesses, advocacy organizations and other stakeholders. With the help of Summit Accounting, one of our many partners, we developed a concise budget. The high-level budget below identifies the 2023 expenses for the organization. From listed dollar values to the simple pie chart, the following numbers are intended to identify the dollar values required to keep the organization moving forward. As a contributor to the organization, your donation will make a profound difference in aiding the organization to continue hosting community events. These events will elevate the profile of Janesville's downtown and generate traffic for its businesses. With your support and the expansion of our events we will make DJI financially sustainable and help keep downtown beautiful.

### Projected DJI Total 2023 Income

Grants	\$80,000
Annual Ask	\$10,000
Events Income	\$179,750
DJI Design Committee	\$5,000
DJI Marketing / Promo Committee	\$8,100
DJI Economic Vitality Committee	\$10,000
<b>TOTAL INCOME</b>	<b>\$292,850</b>

*\*funded by partnership with BID*

### DJI Total 2023 Expenses

Reserve Fund	\$5,000
Annual Ask	\$1,000
Events Expenses	\$12,000
DJI Design Committee	\$12,000
Other / Misc. Expenses	\$16,500
Labor Expenses (FTE, Rent, Insurance)	\$75,000
DJI Economic Vitality Committee	\$16,500
<b>TOTAL EXPENSES</b>	<b>\$138,000</b>

### POWERFUL MARKETING AND COMMUNICATION

We aspire to effectively market Downtown Janesville to the community, visitors, and stakeholders. We will also work toward strong, clear communications, externally and internally.

### FINANCIAL STABILITY AND SUSTAINABILITY

We aspire to earn reliable and diversified income from successful events, grants, sponsorships and annual giving. We are committed to strong fiscal control and active budget management.

### STRONG COMMUNITY RELATIONSHIPS & PARTNERSHIPS

We aspire to be a consistent and respected voice in decisions about Downtown Janesville and a valued partner to the City of Janesville, downtown businesses, advocacy organizations and other stakeholders.

### EFFECTIVE VOLUNTEER MANAGEMENT

We aspire to have an ample number of well-trained volunteers for DJI events, committees, and the Board of Directors. We are committed to growing diversity within our organization and building pathways for volunteer advancement.







# DJI'S STRATEGIC PLAN

In fall of 2022, DJI undertook a planning process with the assistance of C(6) Consulting that included Board Member surveys, a review of past plans and organization documents, and two half-day planning retreats. During those planning sessions, we identified priorities and outlined specific strategies to accomplish them.

The board approved the 2023-2025 strategic plan earlier this year. Our priorities are:

## MAKE DOWNTOWN JANESVILLE, INC. A STRONG AND CAPABLE ORGANIZATION

Our all-volunteer organization has had amazing success and is, at this point, experiencing growing pains. Adding staff and an office will help us step up to the next level, as will more clearly documented policies and procedures. We also aspire to be a more diverse organization.

## SUCCESSFUL SIGNATURE EVENTS

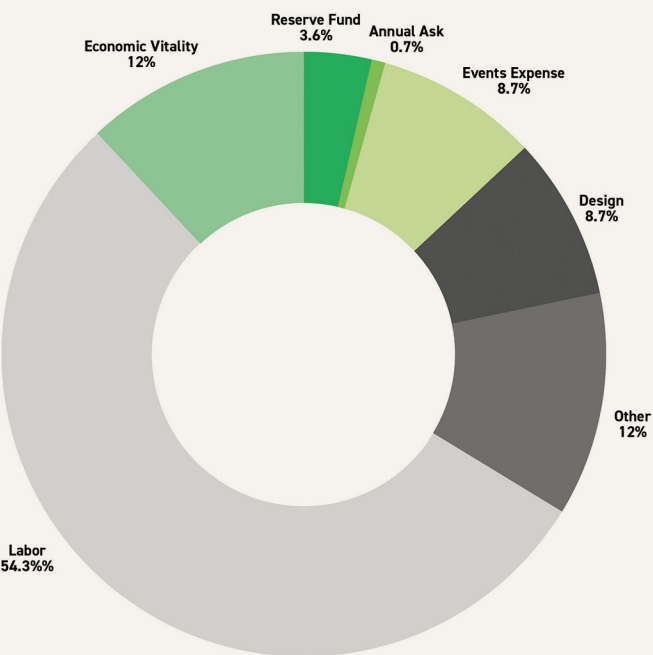
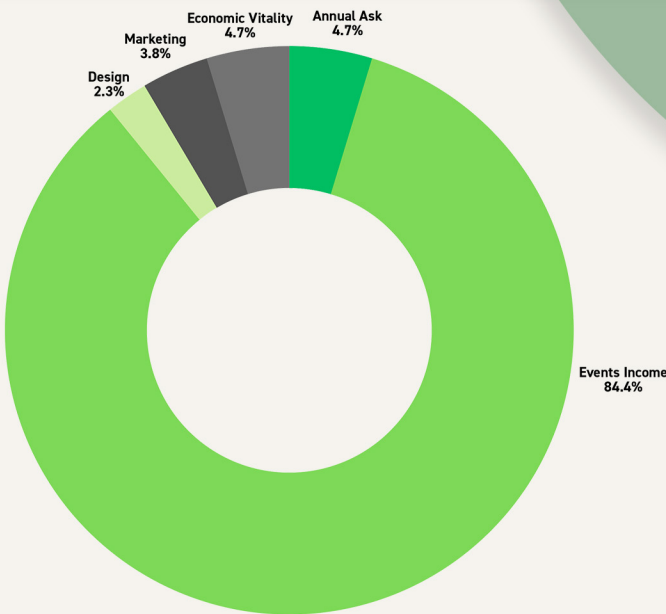
Major events are cornerstones of our work and we aspire to add one more. Our events will be consistent with DJI's image, generate funding for our organization, create value for downtown businesses, and strengthen awareness of Downtown as a destination.

## DOWNTOWN BEAUTIFICATION

DJI spearheads seasonal planters and holiday decorations, and we think there's even more work to do to make Downtown Janesville attractive. We are working to increase our volunteers to help decorate the 98 planters in our downtown seasonally. We also aspire to make our beautification efforts financially sustainable.

## A CONSISTENT FOCUS ON DOWNTOWN PROSPERITY

From placement of planters to event management, we aspire in everything we do, to make Downtown a place where businesses can thrive. We will adhere to that focus and collaborate with downtown businesses, stakeholders, and advocacy groups to help make Downtown a terrific place for commerce.





# DJI BY THE NUMBERS



**98** planters  
downtown  
\$200 to decorate a  
planter for a full year

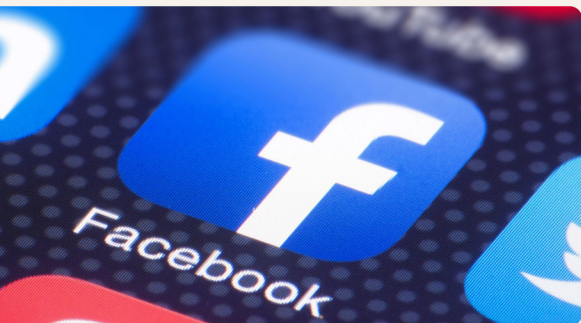


**1,200**  
people attended  
Flannelfest 2023

Music at the Marv brings  
**800-1,600**  
people downtown weekly  
for 13 weeks. Average  
cost for a Marv concert  
with sound is \$1,850.



**1,200**  
attended Spring & Fall  
Wine Walk 2022



**9,000**  
followers and growing



**25** downtown  
businesses  
participated in the  
first Jolly Jingle  
Luminary Walk

FOR A COMPLETE LIST OF EVENTS AND DIRECTORY, VISIT [DOWNTOWNJANESVILLE.COM](http://DOWNTOWNJANESVILLE.COM)