

# Sterling Main Street 2018 Community Partnership Campaign



Dear Community Business Partner:

Sterling Main Street is a 501(c)3 non-profit organization dedicated to revitalization and growth of Downtown Sterling. As we plan our programs and events for the coming year, we are seeking your support through our annual partnership campaign. Sterling Main Street (SMS) relies on the generosity of the community, whose investment is crucial in allowing SMS to continue its mission of uniting individuals, organizations, businesses and local government to support a revitalized, historic downtown through a comprehensive approach which focuses on community assets and partnerships to develop, maintain and promote an attractive and vital downtown district.

As you consider your support of Sterling Main Street, please take a moment to review our accomplishments of the past year, goals for the future, and the benefits of being a Main Street partner. In addition to business partnership and sponsorship opportunities, individual and family donations are welcome

## 2017 Annual Report

2017 was a great time to be a part of downtown Sterling! We welcomed five new businesses: Merle Norman, Primitive Frills, The Help Desk, Country Financial agent Curt Repass, and Images in Ink. We also welcomed many new residents with the opening of the Lawrence Lofts; saw the beginning of another grand rehabilitation project – The Mercantile; and added some new events, too.

Our whirlwind of a year started on a high note in March when Sterling native, Brian Garza, who now works for the Chicago Cubs organization, brought the Cubs' World Series Trophy to his hometown. An estimated 1500 attended this special 90-minute event, which was a huge, short notice undertaking, in cooperation with the City of Sterling, Sauk Valley Area Chamber, Greater Sterling Development Corp, and Sterling Schools, who graciously offered us use of the Challand Middle School gymnasium for the viewing event.



The Cubs' World Series Trophy on display



UOI staff spreading mulch at City Hall

Spring brought another successful Clean & Green workday with more than 60 volunteers donating their Saturday morning to cleaning up the downtown. Our May Car Show continues to grow with 137 entrants for our 2017 show. We're looking forward to celebrating in style with our 5<sup>th</sup> Anniversary show this year!

Summer kicked the event schedule into high gear with Movies at Grandon, Music Fest, two Pop-Up Market Events and everyone's favorite, Hot Dog Day! While we fell a bit short of our 10,000 goal, we managed to serve up 9,600 hot dogs on what was a gloomy, chilly August day.



City intern Madison Hans and Alderwoman Retha Elston having fun at Movies at Grandon

The Lawrence Lofts project which began in the fall of 2016 was brought to completion mid-year, with a ribbon cutting ceremony on July 20<sup>th</sup>. By September, the 20-unit complex was at full occupancy. Also on July 20<sup>th</sup>, Sterling Main Street and the Sauk Valley Area Chamber of Commerce welcomed State Senator Neil Anderson and Representative Tony McCombie to town. After a joint meeting with the boards of both organizations, they toured downtown Sterling and met with several of our business owners.



Brandi Duchay, owner of The Help Desk, visits with Senator Anderson & Representative McCombie

Fall brought two new events to the Main Street line-up of activities. In partnership with Smoked on 3<sup>rd</sup>, a Downtown Wine Walk was held on September 19<sup>th</sup>. Eleven businesses took part, and the event quickly sold out of the 150 tickets available for the night. Hops on the Rock was held on October 14<sup>th</sup>. While Mother Nature did her best to rain us out, thanks to Jim Prescott BBQ Shop, we were able to move the event indoors on very short notice to a (then-vacant) storefront. Featuring more than 90 unique craft brews from across the region, the event had a great turnout and we look forward to the growth of this event in 2018.



Tablescape for our Mid-summer's Bounty Dinner

The Twin City Farmers' Market continues to thrive. Three new stoves were donated and installed in the Market kitchen, along with a new air conditioning unit, much to the delight of our bakers! Our 2nd Mid-Summer's Bounty Dinner was held in August with guest chef Jonathan Zellar and Brewmaster Steven Winter of Generations Brewing Co. This annual dinner event continues to be a great fundraiser for our Market as we continue to make improvements. The Market has quickly grown to capacity in its current space and exploration is underway for further expanding within its current building.

Social Media continued to be a strong source of community engagement for the organization. The Sterling Main Street Facebook page saw a more than 20% increase in the number of followers. Our Executive Director, Janna Groharing, also presented three workshops on social media usage through the Small Business Development Center at Sauk Valley Community College.

The Main Street Board of Directors began a strategic planning process in August. The 3-year plan was adopted in December, setting the course for the future of the organization. Longtime Board Member Phil Mattox retired from the Board at the end of November. We thank him for his many years of service and commitment to the Downtown. We welcomed new board members Matthew Hicks of Matthew's Carpentry and Anna Garcia of Verifacts at our January 2018 meeting.

Once again, volunteers continue to be the lifeblood of the Main Street organization, as 225+ volunteers dedicated more than 2200 hours of time in helping bring Sterling Main Street's vision to life in 2017.

## Goals for 2018 and beyond...

With the guidance of our *NEW* Strategic Plan, Sterling Main Street will seek to

- ◆ Continue core events and activities such as Movies at Grandon, the Main Street Car Show, Hot Dog Day, Hops on the Rock, Seasonal Sights & Sounds, and others.
- ◆ Continue to improve regular communications between Main Street and the businesses it serves within the Downtown Business District through a regular newsletter and networking activities.
- ◆ Continue to expand and develop retail promotional activities with the downtown merchant group to enhance the economic vitality of the downtown district.
- ◆ Continue to expand the Twin City Farmers' Market for both vendors and customers, making it a premier agritourism destination in the Sauk Valley.

- ◆ Develop and implement a plan to address the ongoing maintenance and promotional needs of the 20 historic murals located throughout the downtown.
- ◆ Continue to promote our Façade Grant program to the property owners within the Downtown Business District.
- ◆ Continue to grow in our working relationship with the City of Sterling and assist wherever possible in the implementation of its Strategic and Riverfront Redevelopment Plans and the revitalization of the Downtown Business District.
- ◆ Continue to partner with Sterling Today, Inc., the Greater Sterling Development Corp., Sauk Valley Area Chamber of Commerce, the Small Business Development Center at Sauk Valley Community College, and other community partners in economic development activities for the betterment of the greater Sterling area.

## Benefits of becoming a Main Street Partner

- ◆ *Public Visibility*  
Your partnership advertises your business. Sterling Main Street advertises its partners on a variety of media platforms. Your partnership contribution directly affects your level of advertising exposure .
- ◆ *Enhance Image*  
Your partnership shows the public and other businesses that the community's image and prosperity are important to you.
- ◆ *Create a Lasting Impression*  
Event goers, fellow businesses and our volunteers will recognize your support by supporting you. You help to instill community pride and partnership.
- ◆ *Build Community*  
You will have the opportunity to interact with other businesses, individuals and public officials in a fun social setting.
- ◆ *Keep Sterling Strong*  
Main Street is focused on keeping the core of our community vibrant and thriving for generations to come. Your support helps us with hosting community family events, local historic preservation, promoting our downtown activities and strengthening our business-to-business activities. We know that a strong downtown makes Sterling a more enticing place to start a business or raise a family.

## 2018 Partnership Opportunities

In addition to the many specific event-related promotional opportunities outlined on the following pages, Sterling Main Street has a number of ongoing programs and revitalization efforts for which funding is also needed. These programs include our downtown beautification efforts through annual "Clean & Green" activities, the installation of lamppost flower baskets and other annual plantings, and general promotion of the Downtown District. Your unrestricted Partnership Contributions will be used to help support these activities and also specific events where needed. Partnership opportunities are available for both businesses and individuals.

Unrestricted Partnership Contributions will be recognized as follows:

-----	Friend of Main Street <i>0-\$99</i>	Name listed on website & social media
-----	Cornerstone Partner <i>\$100-\$499</i>	Name listed on website & social media w/ link to business website or social media of choice
-----	Foundation Partner <i>\$500+</i>	Logo on website & social media w/ link to business website or social media of choice.

## Signature Events:

# Main Street Car Show

Sunday, May 6

2nd Avenue & 2nd Street | Downtown Sterling

*Celebrating our 5th year! This event continues to grow each year! We will once again be working with the Sauk Valley Shifters who host their annual Swap Meet on this date in conjunction with the show.*

### Presenting Partner—\$1,000

- ◇ Partner-provided signage at event
- ◇ Logo on event banner
- ◇ Mention in event announcements
- ◇ Logo on all printed materials
- ◇ Promotion on website & social media
- ◇ Partner-provided promotional items at info tent

### Event Partner—\$500

- ◇ Small logo on event banner
- ◇ Mention in event announcement
- ◇ Name listed on all printed materials
- ◇ Promotion on website & social media

### Supporting Partner—\$100

- ◇ Name listed on event banner
- ◇ Mention in event announcement
- ◇ Promotion on website & social media

# HOPS ON THE ROCK

Saturday, October 13

West 2nd Street & Avenue A | Downtown Sterling

*New in 2017, this Craft Beer Festival brought in more than 90 varieties from 40 different craft breweries across the region and is poised for growth in 2018.*

### Presenting Partner—\$1,000

- ◇ Partner-provided signage at event
- ◇ Logo on event banner
- ◇ Mention in event announcements
- ◇ Logo on all printed materials
- ◇ Promotion on website & social media
- ◇ 2 VIP tickets to the event

### Event Partner—\$500

- ◇ Small logo on event banner
- ◇ Mention in event announcements
- ◇ Name listed on all printed materials
- ◇ Promotion on website & social media
- ◇ 2 General Admission tickets to the event

### Supporting Partner—\$100

- ◇ Name listed on event banner
- ◇ Mention in event announcements
- ◇ Promotion on website & social media

# Seasonal Sights & Sounds- 25th Anniversary!

Friday, November 16 | Downtown Christmas Walk

*In partnership with the Sauk Valley Area Chamber of Commerce we welcome the holiday season! We'll be celebrating 25 years of Sights & Sounds in 2018, so please help us make this year's holiday festivities bigger and brighter than ever before!*

### Presenting Partner—\$1,000

- ◇ Partner-provided signage at event
- ◇ Logo on event banner
- ◇ Logo on all printed materials & advertising
- ◇ Promotion on website & social media
- ◇ Booth Space during Christmas Walk

### Event Partner—\$500

- ◇ Small logo on event banner
- ◇ Name listed on all printed materials & advertising
- ◇ Promotion on website & social media

### Supporting Partner—\$100

- ◇ Name listed on event banner
- ◇ Mention in event announcement
- ◇ Promotion on website & social media

# Additional Sponsorship Opportunities

## Movies at Grandon

June 12, June 26, July 10, July 24 & Aug 7

Grandon Civic Center | Central Memorial Park

Our FREE outdoor summer movie program continues featuring family-friendly movies.

### \_\_\_\_\_ Presenting Partner—\$300

10 Opportunities (2 per movie)

- ◇ Partner-provided signage and booth space at your choice of movie
- ◇ Logo on event banner and in all printed materials, including social media & website

- ◆ June 12 - Despicable Me 3
- ◆ June 26 - The Lion King
- ◆ July 10 - Ninjago
- ◆ July 24 - Coco
- ◆ August 7 - Peter Rabbit

### \_\_\_\_\_ Supporting Partner —\$100

- ◇ Listed on event banner
- ◇ Listed in all printed materials, including social media & website

## Downtown Sip & Shop Events

Thursday, April 19 & Thursday, September 20

A late addition to our 2017 event schedule, our Sip into Fall Wine Walk quickly became a hit, selling out of the 150 tickets which were available. We're planning 2 Sip & Shop events for 2018, and have plans in the works to be able to increase the number of tickets available.

### \_\_\_\_\_ Presenting Partner—\$250 per event

- ◇ Logo on all printed materials (except sampling glasses)
  - ◇ Mention in event announcements
  - ◇ Promotion on website & social media
  - ◇ Booth Space at venue TBD during event
  - ◇ 2 event tickets
- ◆ Sip Into Spring Downtown Cocktail Crawl
  - ◆ Sip Into Fall Downtown Wine Walk

## Pop-Up Markets

3rd Thursdays of May, June, July & August

We're building a 3rd Thursday event series book-ended by our Sip & Shop events. We'll host a monthly pop-up market featuring artists, crafters and a wide variety of vendors, along with food & entertainment, at a downtown location TBD.

### \_\_\_\_\_ Presenting Partner—\$500 (for the 4 month series)

- ◇ Logo on all printed materials
- ◇ Partner-provided signage at event
- ◇ Booth space at each event
- ◇ Promotion on website & social media

### \_\_\_\_\_ Supporting Partner—\$100 (for the 4 month series)

- ◇ Name listed on all printed materials
- ◇ Promotion on website & social media

# MID-SUMMER'S BOUNTY: A Farm-to-Table Dining Experience

Saturday, August 11 (*tentative date*)

Twin City Farmer's Market | 106 Avenue A

*In celebration of National Farmer's Market Week, this specialty dining event will feature a 5-course meal using locally sourced foods from our Market Vendors and regional beer and/or wine pairings. Limited tickets are available for this unique event. Funds raised through this event help with our market improvement fund as we look to further expand the farmer's market!*

## ----- Presenting Partner—\$500

- ◇ Logo on all printed materials
- ◇ Partner-provided signage at event
- ◇ Promotion on website & social media
- ◇ 2 event tickets

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*Thank you for your time and consideration as we...*

IMAGINE a more vibrant Sterling,  
by CREATING the kind of Community we want to live in,  
through INNOVATIVE thinking and collaboration.

Please feel free to contact Sterling Main Street at any time throughout the year should you have questions regarding your partnership benefits, or would like additional information on any of our activities.

We encourage ongoing input and feedback from our partners. We would love to hear from you.

*Your 2018 Board of Directors & Staff for Sterling Main Street are:*

### **Sterling Main Street Board of Directors**

Brian Grummert, President | Grummert's Hardware  
Sheila Martinez, Vice-President | US Bank  
Nick Lareau, Secretary | Edward Jones  
Jon Byar, Treasurer | Midland States Bank  
Dana McCoy | CGH Medical Center  
Mike Sprague | State Farm Insurance  
Linnea Koch | LK Design Source  
Mark Jennings | Re/Max Sauk Valley  
Anna Garcia | VeriFacts  
Matthew Hicks | Matthew's Carpentry

### **Community Liaisons**

Shelley Gottel | Sterling Today, Inc.  
Kris Noble | Sauk Valley Area Chamber  
Scott Shumard | City of Sterling

### **Main Street Staff**

Janna Groharing | Executive Director  
Lori VanOosten | Marketing Assistant