

STERLING MAIN STREET

Inspired.  Involved.

2021 Community Partnership Campaign

A look back at 2020...

a message from our Executive Director

Suffice to say, 2020 was nothing like we could ever have imagined. Who could have predicted a global pandemic would bring everything to a screeching halt. St. Patrick's Day 2020 will be one I will never forget as I quietly cried in my car while driving through our downtown that evening—what should have been one of the busiest nights of the year for our bars and restaurants—everything sat quiet and dark, not a parked vehicle or person in sight. “Would they all make it through this...” was rolling through my mind as so much was yet unknown. It was the first day of the statewide shut down for all non-essential businesses in Illinois. As it is nearly a year later, to the day, that I write this, I'm beyond happy to say that while we're not out of the woods yet, none of our downtown businesses have permanently closed during since time.

Sauk Valley Strong

At the beginning of the coronavirus pandemic, local downtown business owner Dr. Joe Schneiderbauer of Live Better Chiropractic approached Sterling Main Street and the three area Chambers with an idea to show our resilience and strength amid the COVID-19 Pandemic. In a very short period of time, the Sauk Valley Strong T-shirt Campaign began. Over 600 t-shirts were sold; \$5,000 in microgrants were awarded to area small businesses, and another \$1,600 used to purchase gift cards from the 51 small businesses who signed on to help promote the campaign.



Other COVID-19 Relief



The ups and downs of business restrictions were a true test of the resilience of our small businesses. Hardest hit were our bars & restaurants as restrictions constantly changed. As outside dining was made an option, we quickly moved our event picnic tables out of storage, with the help of the City's public works staff, and set up Dale Park for outside dining to help the nearby restaurants. As a result of the success of the temporary tables, and some 2020 year-end donations, Main Street has committed to having 3 permanent picnic tables installed in Dale Park in 2021.

In the later part of 2020, Sterling Main Street partnered with Sterling Today, Inc. to award \$46,000 in grants over the course of 3 months to help our downtown bars and restaurants who remained in compliance with the strict resurgence mitigation restrictions the State had put in place.

From information on PPP Loans, BIG Grants and other Federal, State and local relief opportunities, to smaller scale options offered by Main Street America and other small business partners, keeping our downtown businesses informed and connected to the resources needed has been ongoing throughout.

Farmers Market

Along with everything else, the Twin City Farmers Market was asked to close at the onset of the pandemic. Construction on the Sterling Marketplace wrapped up in May 2020 and we were grateful to be able to utilize the space to reopen the Market as spring produce came on.



Ongoing Projects

While our 2020 event schedule was pretty much wiped out, we ramped up our efforts in other areas. Our downtown beautification activities continued as tulips & daffodils popped up in the spring and we got experimental with our lamppost flower baskets. Façade Grant projects were wrapped up at Lisa's Brickhouse and D&E Furniture and a new one began at True Smiles. Our Economic Vitality and Promotions committees have been working tirelessly on new initiatives to help with post-Covid recovery efforts.

Goals for 2021 and beyond...

- ❖ Shine a spotlight on the businesses of Downtown Sterling and their owners, telling their stories for all to get to know them better.
- ❖ Continue to support our downtown businesses by keeping them connected with resources available as economic recovery from the impacts of the COVID-19 pandemic continue.
- ❖ Bring back core community events and activities such as our annual Car Show, Hot Dog Day, Hops on the Rock and Seasonal Sights & Sounds in a way that is safe for all.
- ❖ Continue to grow the Twin City Farmers Market for both vendors and customers, making it a premier agritourism destination in the Sauk Valley.
- ❖ Continue to promote our [Façade Grant](#) program to 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.

Volunteer Opportunities

Sterling Main Street is a volunteer-driven organization. Without the assistance of our community, our activities and events would not be possible. Volunteer opportunities range from serving on an ongoing committee for the betterment of our community, to specific task items. Opportunities are available for all ages. If you, your employees, friends or family would be [interested in becoming more involved](#) through donating your time and talent, please [contact us](#) for more information.

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

We encourage input and feedback from the community. We would love to hear from you!

Your 2021 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
Matt Lindstrom | CGH Medical Center
Mike Sprague | State Farm Insurance
Mark Jennings | Xtreme Realty
Anna Garcia | Steel River Systems
Joe Strabala-Bright | Sauk Valley Community College
Robin Duncan | Scholl Insurance
Justin Shuman | Regional Media

Community Liaisons

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

Sterling Main Street Staff

Janna Groharing | Executive Director
Lori VanOosten | Marketing Assistant

We've Moved!

In March 2021, our office relocated to a new space. We are now at 15 East 3rd Street in Downtown Sterling. Working with the property owner, Sterling Today, Inc., "The Sanborn Building" is being converted into a shared office/co-working space. Watch for more details on the project coming soon!

We may be reached by phone at 815-626-8610 or via email at info@sterlingmainstreet.org. Visit our website at www.sterlingmainstreet.org, or follow us on social media @SterlingMainStreet and @TwinCityFarmersMarket on Facebook and Instagram.

Ways to Support Sterling Main Street:

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. Your unrestricted Partnership Contributions will be used to help support these activities as well as specific events where needed. Partnership opportunities are welcomed from both businesses and individuals.

Unrestricted Partnership Contributions will be recognized as follows:

- FRIEND OF MAIN STREET** *for Donations up to \$100* - Name listed on website & social media
- CORNERSTONE** *for donations up to \$500* - Name listed on website & social media with link to business website or social media of choice
- FOUNDATION** *for donations over \$500*—Logo on website & social media w/ link to business website or social media of choice.

SPECIAL PROJECTS:

Downtown Beautification

Help keep downtown Sterling looking great all summer long with your contribution to help support our lamppost flower baskets and other annual plantings. The cost for the flowers, installation and watering needs is approximately \$200 per basket per season. Help us keep downtown beautiful and sponsor a basket this season! The baskets are typically hung in early June and remain up through early October (weather permitting).

Twin City Farmers Market

As the Twin City Farmers Market continues to grow with the addition of the outdoor Marketplace, we continue to make improvements to our indoor Market. Repair and replacement of the existing decks of the building is sorely needed. We're raising funds to help make these much needed improvements.

SPONSORSHIP OPPORTUNITIES:

Main Street Car Show

Sunday, May 2

**7th Annual* This event continues to see growth each year.*

2nd Avenue & 2nd Street | Downtown Sterling

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

Pop-Up Markets

May 27 • June 24 • July 22 • August 26

Returning in 2021 for its 3rd year, after a Covid-forced hiatus, this monthly night market features local artists, crafters and a wide variety of vendors, along with food & entertainment.

PRESENTING PARTNER *—\$500

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

SUPPORTING PARTNER—\$100

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

Sip into Fall

Thursday, September 23

Still in its early years, this Sip & Shop event is a great boost of energy to our downtown showcasing the wide variety of businesses located here!

PRESENTING PARTNER *—\$500

- ◇ Logo on all printed materials, including event t-shirts (except sampling glasses)
- ◇ Mention in event announcements
- ◇ Promotion on website & social media
- ◇ Booth Space at venue TBD during event
- ◇ 2 event tickets

SUPPORTING PARTNER—\$100

- ◇ Name listed on all printed materials including event t-shirts
- ◇ Promotion on website & social media
- ◇ 1 event ticket

Hops on the Rock

Saturday, October 9

** 4th Annual* Our Craft Beer Festival continues to grow and is quickly becoming a key event for Downtown Sterling. Hops on the Rock will FINALLY find its home in the new Sterling Marketplace adjacent to the Twin City Farmers Market.*

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

Friday, December 3 | Downtown Christmas Walk

In partnership with the Sauk Valley Area Chamber of Commerce we welcome the holiday season!

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

While multiple Presenting Partners are welcome for each event, opportunities are limited to 1 per business category per event (i.e. 1 bank, 1 auto dealership, etc.) This applies to Presenting status only for those noted with an *, and are available on a first committed basis.



To submit your pledge please complete
our [online response form](#),
or [print a form](#) to be mailed in.

