

DOWNTOWN EVANSTON GETTING THE BRAND RIGHT

Illinois
Main Street
Conference

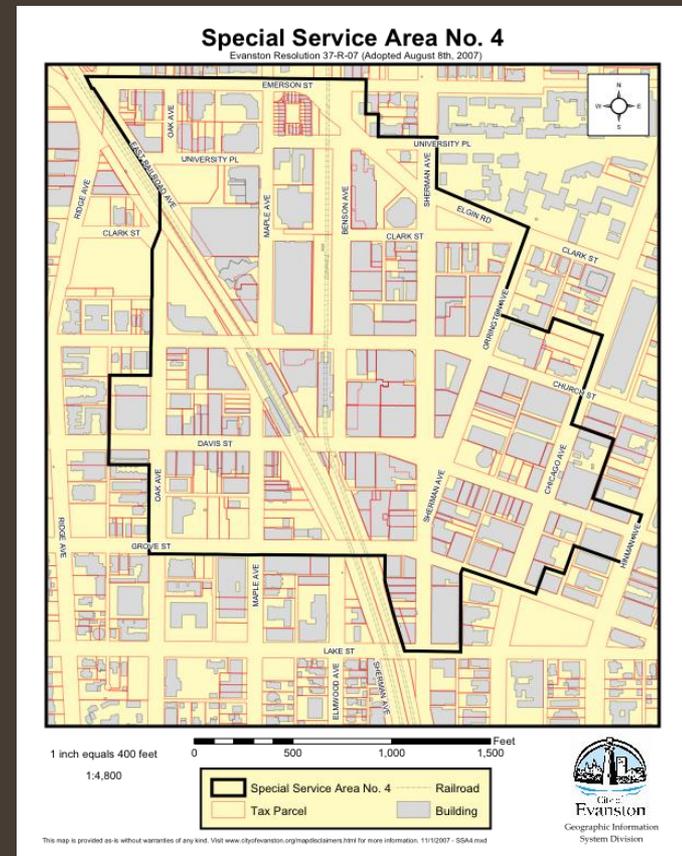


Galesburg, IL
October 26, 2011

PRESENTED BY
Carolyn Dellutri
Executive Director
Downtown Evanston

Downtown Evanston

- Borders Chicago on the North
- Population 73,365
- 18,438 people within .5 miles of city center
- Average HH income \$107,169
- Home to Northwestern University
- Over 10,000 downtown employees
- 2,000 condo units in downtown



History



downtown
Evanston
www.evmark.org





RFP

Components of the Request for Proposal

- Introduction and Project Background
- Project Description
- Proposal Contents
- Consultant Selection Process
- Consultant Selection Criteria
- Pre-submittal Conference
- Proposal Submittal Deadline
- Evaluating proposals
- The negotiation

Stakeholder Process

- Focus Groups
 - Sessions/Interviews
- Individual Interviews
- Print Surveys
- Online Surveys





Meetings & Focus Groups

- Commerce/Economic Development
- Convention and Visitors Bureau
- Northwestern University
- Property Ownership
- Evanston Civic Leadership
- Civic Leader/Non-Profits
- Associations
- Individuals
- University/Communities
- Misc
- Office Tenants and Office Employees
- Retail/Commercial Brokers
- Retail Focus Groups
- Hotel and Restaurant Focus Group
- Other Business Districts
- Chicago-Dempster Merchants Association

Survey Results

Age

>18: 0%

18-21: 18%

12-30: 8%

31-40: 10%

41-50: 2%

51-60: 14%

60+: 2%

NR: 46%

Preferred communication method

E-mail Newsletter: 40%

Facebook: 16%

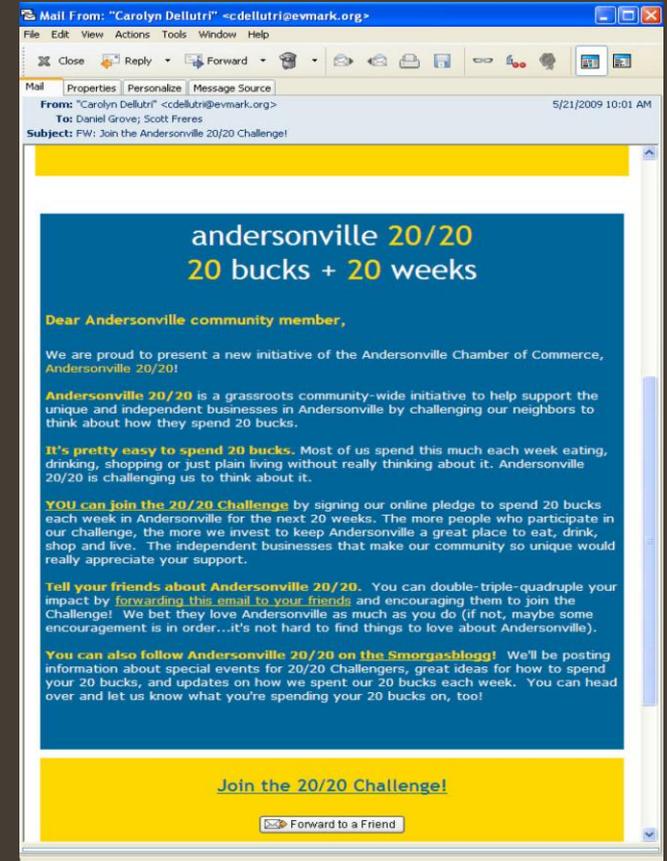
US Mail: 10%

Blogs: 8%

Twitter: 4%

Text: 0%

Website: 0%



Survey Results

- What is Downtown Evanston's greatest strength? **shopping, restaurants, the lake, university**
- What is Downtown Evanston's greatest weakness? **panhandling, parking tickets, "don't walk on my lawn mentality"**
- What would make you come Downtown more often? **unique venues, more nightlife, cheaper entertainment**
- What is Evanston missing that would attract people? (venues, businesses, etc.) **technology corridor, late night spots, special events**
- What does Downtown Evanston have to offer that gets missed? **small boutiques**
- What could be marketed more effectively? **walkability**

Survey Results

How do you usually get to Downtown Evanston?

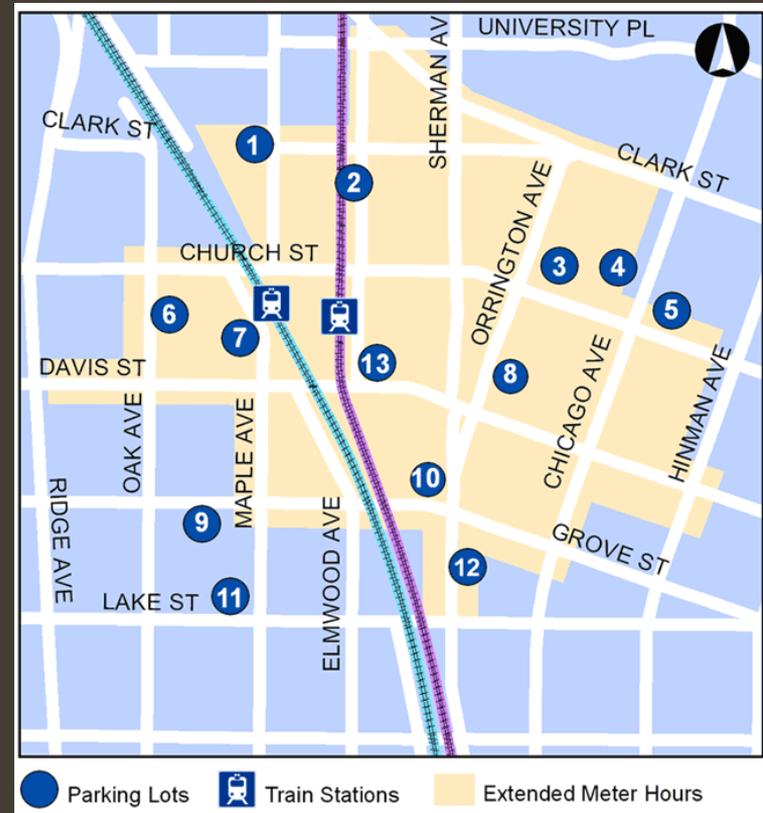
- Car - 52 %
- Walk – 24.8 %
- Bike – 3.2 %
- CTA Purple Line – 3.2 %
- Metra train – 1.8 %
- Bus - 0 %
- Other - <1 %
- No Response – 13.8 %



Survey Results

What is your experience with parking in Evanston?

- Fair – 36.4%
- Good – 22.5%
- Poor – 20.7%
- No Opinion – 6.4%
- No Response – 13.8%



Survey Results

How would you rate the usefulness of the existing directional signs to key sites (City Hall, Parking Garages, etc.)?

- Fair – 26.2 %
- Good – 20.7%
- Poor – 18.8 %
- No Opinion – 18.8 %
- No Response – 15.2 %



Survey Results

How safe or unsafe do you feel in Downtown Evanston?

- Very safe – 42.3 %
- Somewhat safe – 29.9%
- Neither safe nor unsafe – 5.0 %
- Somewhat unsafe – 5.0 %
- Very unsafe – 1.3 %
- No response – 16.1 %





Survey Results

Where else locally do you go for similar venues that can be found in Downtown Evanston? (Select all that apply)

- Old Orchard Shopping Mall – 61.7 %
- Chicago Neighborhood Specialty Districts (Chicago) – 40.5 %
- Michigan Avenue/State Street (Chicago) – 24.8 %
- Other adjacent community Downtown business districts – 16.5 %
- The Glen (Glenview) – 16.5 %
- Skokie/Niles – 16.5 %
- Other – 12.4 %

Survey Results

Why would you choose other retail, entertainment, business, and cultural venues outside of Downtown Evanston?

- Ease of parking – 37.3 %
- More venues in consolidated location – 35.4 %
- Ease of access – 27.1 %
- “Big box” convenience shopping – 24.4 %
- More attractive environment – 17.9 %
- Prices – 16.1 %
- Other – 20.7 %



Survey Results Word Association

How would you describe the current Downtown Evanston?

College town - 42.8%

Lakefront city – 40.3%

Good cuisine - 37.8%

Core/heart of Evanston
- 36.3%

Diverse - 34.2%

Friendly - 26.3%

Established - 22.3%

Accessible - 21.6%

Cultural - 21.2%

Community - 21.2%

Alive/lively - 20.5%

Expensive - 20.1%



Survey Results Word Association

How would you describe the successful
Downtown Evanston you envision for the future?

Diverse - 31.7%

Alive/lively - 30.9%

Lakefront city - 30.2%

Core/heart of Evanston
- 29.9%

Cultural - 29.5%

Good cuisine - 29.1%

Friendly - 27.7%

Exciting - 26.6%

Inviting - 24.8%

Accessible - 24.5%

Good quality - 23.7%

Entertainment - 23.4%

College town - 22.3%

High quality - 21.2%

Trees/foliage - 21.2%

Beautiful - 20.9%

Progressive - 20.1%

Theater/arts oriented - 20.1%





Stakeholder & Survey Results & Comments

Common Themes/Comments to Consider

Communication

- Improve EVMark's website
- Consider change to name of the organization
- Use new technology to market Evanston
- Keep businesses updated with EVMark activities via e-mail
- Potential newsletter should be very engaging

Community and Business Owner Outreach

- Consider more and frequent cross promotions with Northwestern
- No "navigator" for new businesses
- Improve business retention
- Help businesses strengthen their own marketing efforts

Events/Ideas

- Partner in programming more kid and family-oriented activities/events
- Consider hosting a contest for Downtown business window decorations
- Consider more evening events

Marketing

- Improve awareness and profile of business incubator/technology park
- Incentives for businesses could be marketed more effectively
- Focus on North-South transit link as a commodity



Stakeholder & Survey Results & Comments

Common Themes/Comments to Consider

Infrastructure Improvements

- Invest in streetscape improvements – pavers, planters
- Increase outdoor plaza space for gathering, kids
- Improve Downtown wayfinding and signage
- Improve viaduct appearance – potential linkage with arts programs

Retail Mix and Character

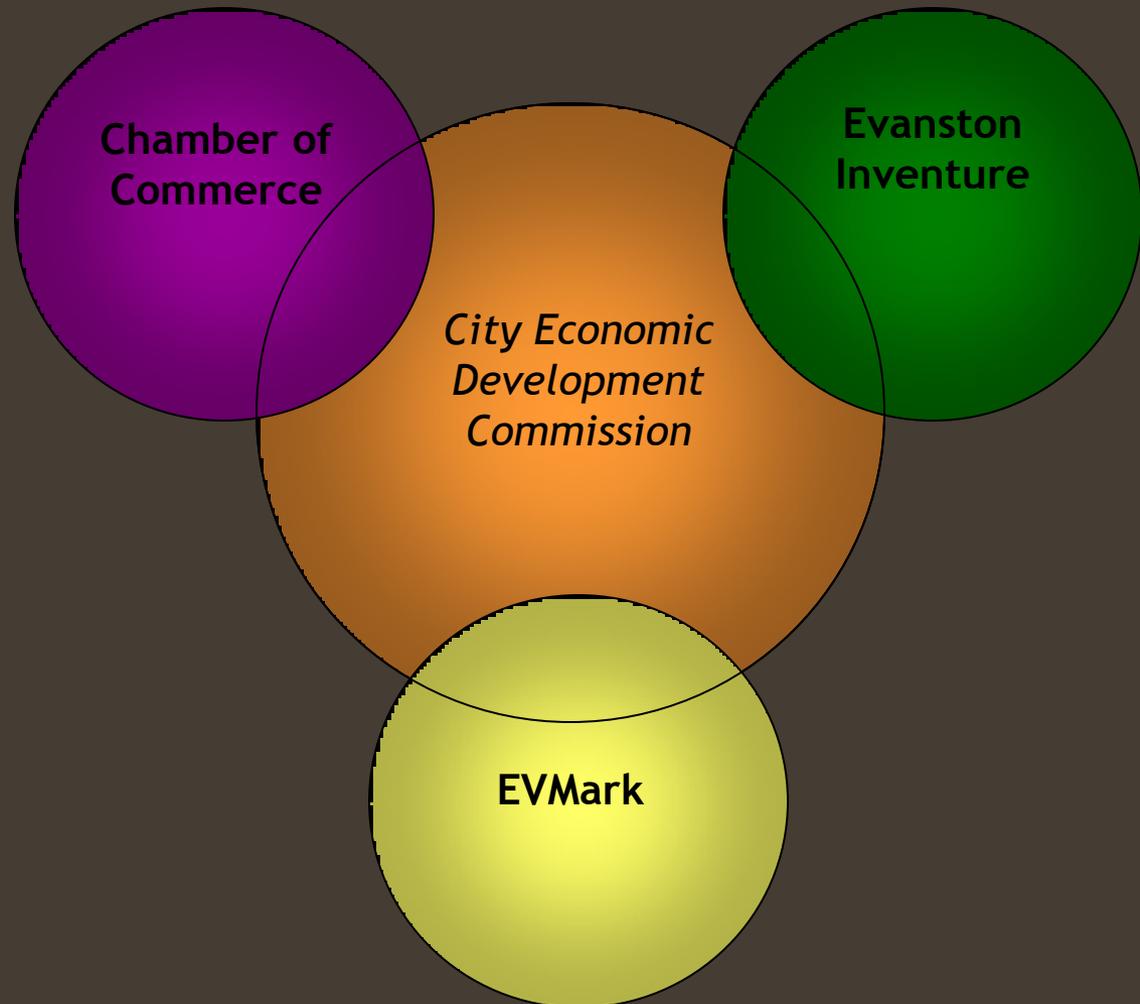
- Develop retail marketing/merchandising plan
- Create incentives for retailers and landlords
- Encourage mix of offerings and independent vs. chain retailers
- Work with businesses to clean up windows and displays

Parking Issues

- Educational campaign to increase awareness of public parking facilities
- Work with City to adopt merchant and restaurant-friendly parking policies, meter time limits, etc.
- Resolve old issues to improve Downtown's image

Stakeholder & Survey Results & Comments

What role does EVMark play in relation to other City and Downtown groups?





Stakeholder & Survey Results & Comments

Does EVMark need a “Mission Statement”/ Guiding Principles?

- To serve, protect and enhance the vibrant urban character of Evanston’s Downtown for merchants, business patrons and residents
- To promote/market Evanston’s vibrant community and Downtown financial base, building upon its unique market in the Chicago North Shore Suburban Lakeshore market
- To help strengthen Downtown businesses and find opportunities to assist them in reaching their full potential
- Act as a navigator or ombudsman to bridge the gap between Downtown merchants, businesses and residents with the City
- To maintain a clean, attractive and safe pedestrian-oriented Downtown streetscape character
- To identify and promote the “greening” of Downtown streetscapes and public space, supporting sound, sustainable design and maintenance practices
- To identify and build a strong working relationship with the University community of students, faculty and administrators
- To promote and strengthen the Downtown Evanston and EVMark brand through a variety of constant communication media, including print and electronic, and public speakers/seminars
- To promote events, seminars and programs that respond to the ongoing seasonal and changing urban dynamic of the downtown
- To support sound fiscal practices and identify opportunities for shared synergies and revenue-generating sources



Brand Therapy Session

Engage the Executive Board
in talking about what we
learned from the research,
with a goal of gaining
consensus on:



What do we call this great place and the organization that markets and manages it?

- Several options considered, unanimous choice was **Downtown Evanston**
- Eliminate the use of the name EVMark



What is the character of
Downtown Evanston, and
the promise of the brand?

Key features of downtown
were agreed to be:

Lake front

Outdoor environmental beauty



Core/Heart of Evanston

The center of Evanston, all other districts spill out from the downtown area



Gathering Place

A natural gathering spot offering rich entertainment, cuisine and shopping





**What is the character of
Downtown Evanston, and
the promise of the brand?**

Target brand attributes of
downtown identified:



diverse

Ethnically, economically, culturally, educationally.

urban neighborhood

An intimate “little city”, the best of old and new, charm + progress guided by individual spirit.

exciting

An active place. Energetic and hip, busy and alive with people and events, stimulating, not dull or expected.

cultural

A rich cultural environment supported by excellent restaurants, theater /music experiences, an appreciation of the arts and the University.



easy

Accessible, walkable, convenient, built around two major mass transit lines and CTA/suburban bus routes.

Open to everyone, friendly and welcoming, respectful and tolerant. Easy living.

unique

A place of independent thinkers offering less expected ideas, eclectic, striving for individualism.

connected and the connector

A strong and committed community, inspired and driven in part by advanced education, socially responsible.

The connector between city and suburban lifestyles.



The strength in a tagline

Although a graphic mark and name can project a clear message about a place, the addition of a tagline can add a critical level of information or character.



Urban-Quaint character:

Take a walk in Evanston

The Best of all Worlds

Urban Oasis

Central/core idea:

The Heart of Evanston

The Center of it All

A place where people gather, a link between other communities, drawing from other communities:

Meet me in Evanston!

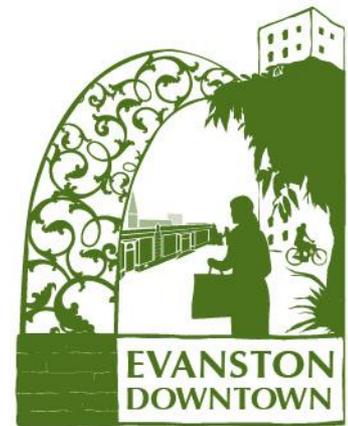
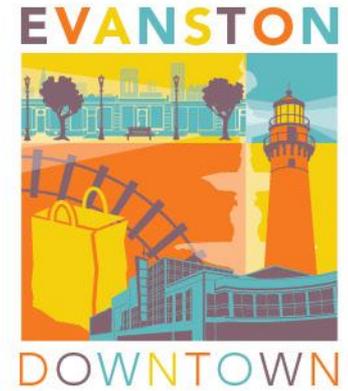
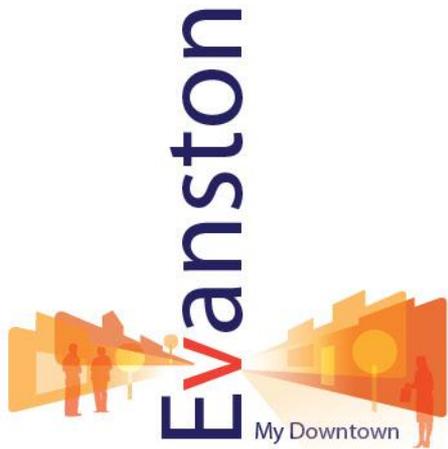
Where Chicago and the North Shore Meet

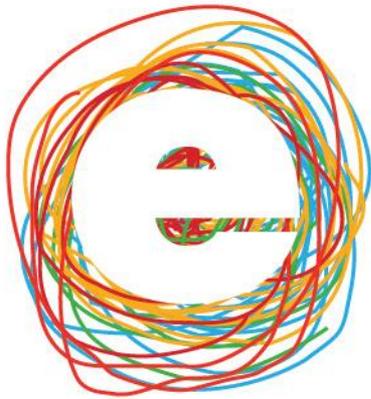
Where Chicago Meets the North Shore



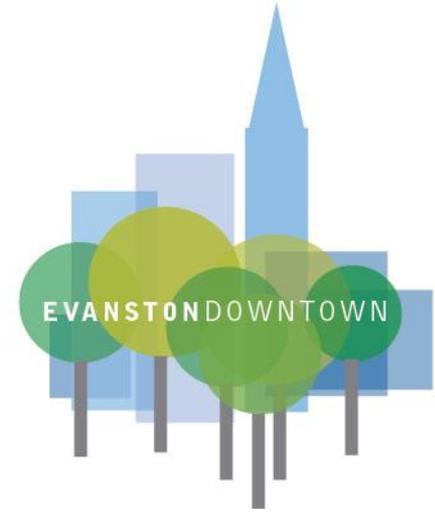
Logo Design

- 19 directions shared with Carolyn
- 12 directions taken to Executive Board





evanstondowntown





Logo Design

- 4 directions shared at Annual Meeting
- attendees included the full EvMark Board, the mayor, the director of the Chamber of Commerce, the press, and interested residents, retailers and business owners



Design 1



evanston

D O W N T O W N





evanston

D O W N T O W N

Where Chicago and the North Shore Meet



Where Chicago and the North Shore Meet



evanston
DOWNTOWN

CENTURY

THEATRES

20





MADE POSSIBLE THROUGH
GENEROUS SPONSORSHIPS
 BY:



evanston
DOWNTOWN

EVANSTON
ROUNDTABLE
WE COOK WHAT MATTERS... PARTNER



Mt. Everest
Team of Healyco



Hotel Orrington



Weichert
Realtors
Lakeshore Partners
John Altman, Sarah Brown,
David Brown, Emily Gutrie



Romano



CASCADe



PRAIRIE MOON




 PRESENTED BY
evanston
 DOWNTOWN

IT'S THURSDAY...
 LET'S **DANCE!**

AT 909 DAVIS PLAZA the corner of Church
 & Maple, parking 1/2 block north at Maple Avenue Self-Park

MUSIC & DANCE	DANCE LESSON
7:00 – 9:00pm	6:30 – 7:15pm

AUGUST 1
 & the Imperial Flames
 Sizzlin' Soul
 R&B and Chicago Blues

AUGUST 2
 Rhythm Club
 Jump & Jive Music

AUGUST 3
 Classic Rock

AUGUST 4
 Angel M...
 Sizzlin'...

AUGUST 5
 Rhythm Club
 Cool Moves

AUGUST 6
 Jeff Stigley
 Favorites

EVANSTON DOWNTOWN
 100 N. MAPLE AVENUE, SUITE 100
 EVANSTON, IL 60120
 TEL: 847.329.1234
 WWW.EVANSTONDOWNTOWN.COM





Design 2



evanston

DOWNTOWN



evanston

DOWNTOWN



evanston

DOWNTOWN



evanston

DOWNTOWN



evanston

DOWNTOWN

evanston

D O W N T O W N

Where Chicago and the North Shore Meet

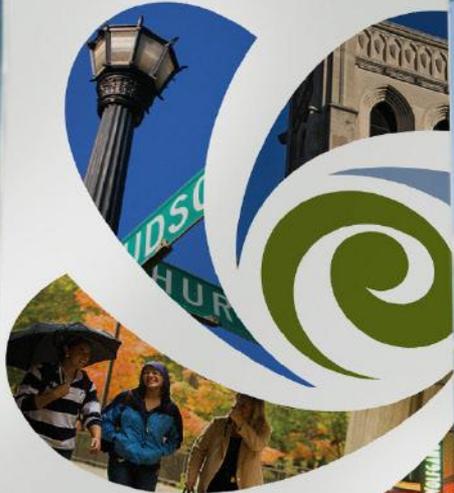


evanston

D O W N T O W N

Where Chicago and the North Shore Meet





explore



express

energize



enjoy



evanston

DOWNTOWN

Where Chicago and the North Shore Meet




THE TALKING PICTURES FESTIVAL

MADE POSSIBLE THROUGH
GENEROUS SPONSORSHIPS
 BY:


evanston
 DOWNTOWN


EVANSTON
ROUNDTABLE
WE TALK YOUR AREA... WE LISTEN.


Mt. Everest Restaurant
Team of Philanthropy


Hotel Orington


Weichert
 Realtors
Lakeshore Partners
John Adamson, Sandra Dixon,
Gael Brown, Emily Gutman


Romano
RESTAURANT


CASCADE


PRAIRIE MOON



presented by
evanston
 DOWNTOWN

**IT'S THURSDAY...
 LET'S DANCE!**

AT 909 DAVIS PLAZA the corner of Church & Maple, parking 1/2 block north at Maple Avenue Self-Park.

MUSIC & DANCE 7:30 – 9:00pm	DANCE LESSON 6:30 – 7:15pm
JULY 20 Dave Weld & the Imperial Flames Soul-stirring R&B and Chicago Blues	AUGUST 10 Angel Melendez & Su Orquestra Sizzlin' Latin Beats
JULY 27 Uptown Rhythm Club High Energy Jump & Jive Music	AUGUST 17 Rhythm City Cool Moves of Motown & Club Music
AUGUST 3 R Gang Oldies, Dusties & Classic Rock	AUGUST 24 Jeff Sittely Favorite Dance Tunes, Standards & Pop

Presented by EVANSTON DOWNTOWN "It's Thursday Dance Series", with support from NORTHWESTERN UNIVERSITY. Also sponsored by:








Design 3



EMMA
ONST
DOWN
TOWN

Where Chicago and the North Shore Meet

EVANSTON
DOWNTOWN





Where Chicago and
the North Shore Meet



Where Chicago and
the North Shore Meet





EVANSTON
DOWNTOWN

EVANSTON

Where Chicago and
the North Shore Meet



OPEN

EVANSTON DOWN TOWN
Where Chicago and
the North Shore Meet





THE TALKING PICTURES FESTIVAL

MADE POSSIBLE THROUGH
GENEROUS SPONSORSHIPS
 BY:



















PRESENTING



**IT'S THURSDAY...
LET'S DANCE!**

AT 909 DAVIS PLAZA the corner of Church & Maple, parking 1/2 block north at Maple Avenue Self-Park

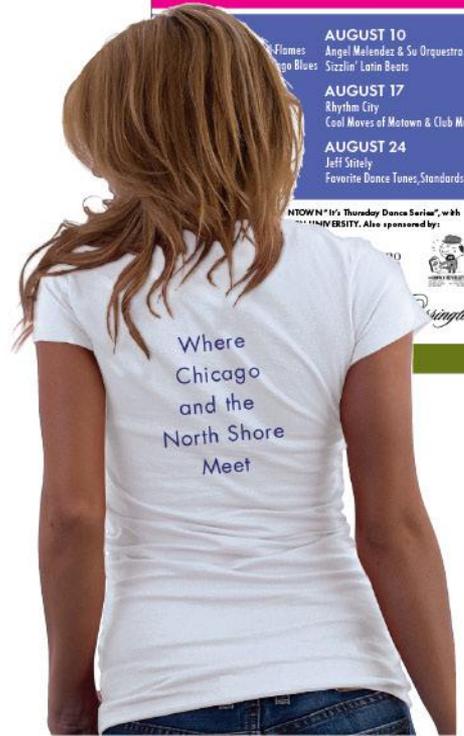
MUSIC & DANCE 7:30 – 9:00pm	DANCE LESSON 6:30 – 7:15pm
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AUGUST 10
Angel Malendez & Su Orquestra
Sizzlin' Latin Beats

AUGUST 17
Rhythm City
Cool Moves of Motown & Club Music

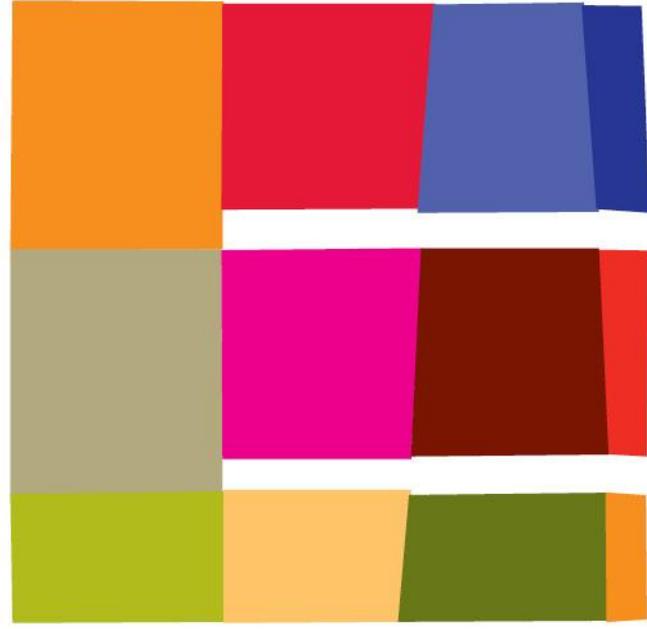
AUGUST 24
Jaffi Stately
Favorite Dance Tunes, Standards & Pop

EVANSTON TOWN'S "Thursday Dance Series", with... UNIVERSITY. Also sponsored by:





Design 4



DOWNTOWN

EVANSTON





DOWNTOWN
NORTH SHORE **MEET**

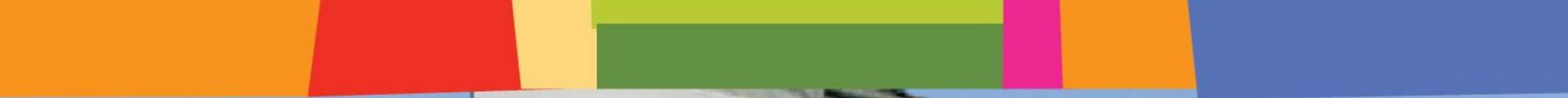
EVANSTON
WHERE CHICAGO & THE

WHERE
CHICAGO
AND
THE NORTH
SHORE **MEET**



DOWNTOWN

EVANSTON

A white billboard featuring a logo composed of a 3x3 grid of colored squares. The colors include orange, red, blue, grey, pink, brown, and green. To the right of the grid, the text "DOWNTOWN NORTH SHORE MEET" is written vertically in a sans-serif font. Below the grid, the word "EVANSTON" is written in a large, bold, black sans-serif font, followed by the tagline "WHERE CHICAGO & THE" in a smaller font.

DOWNTOWN
NORTH SHORE MEET

EVANSTON
WHERE CHICAGO & THE

A yellow billboard featuring a white line-art graphic of a violin. The violin is superimposed over a grid of colored squares, similar to the one on the white billboard. The colors include orange, red, blue, grey, pink, brown, and green. The entire graphic is set against a yellow background.

Violin graphic on a yellow background with a colorful grid.







THE TALKING PICTURES FESTIVAL

MADE POSSIBLE THROUGH
GENEROUS SPONSORSHIPS
 BY:



EVANSTON



EVANSTON
BE COOL. BEAT. HAZARD. PREVENTION.



Mt. Everest Restaurant
Taste of Hailuoyao



Hotel Orington



Weichert Realtors
Lakewood Partners
 John Adamson, Sandra Brown,
 Geoff Brown, Emily Gurnie



Romano
RESTAURANT



CASCADE
RESTAURANT



PRAIRIE MOON
RESTAURANT



PRESENTED BY

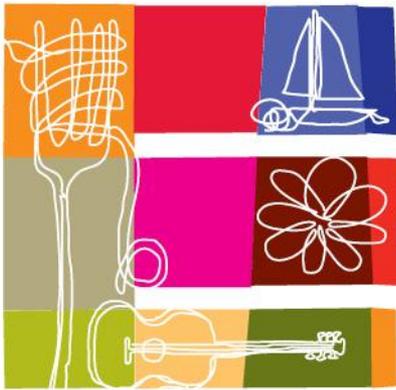

EVANSTON DOWNTOWN

**IT'S THURSDAY...
 LET'S DANCE!**

AT 909 DAVIS PLAZA the corner of Church & Maple, parking 1/2 block north at Maple Avenue SelfPark

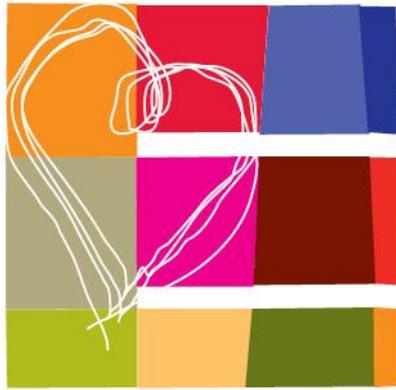
MUSIC & DANCE 6:30 – 9:00pm	DANCE LESSON 6:30 – 7:15pm
AUGUST 10 Angel Melendez & Su Orquesta Sizzlin' Latin Beats	AUGUST 17 Rhythm City Cool Moves of Motown & Club Music
AUGUST 24 Jeff Sittely Favorite Dance Tunes, Standards & Pop	Thursday Dance Series , with sponsored by:


DOWNTOWN.ORG



DOWNTOWN

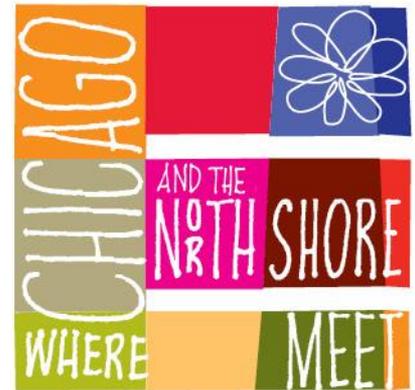
EVANSTON



DOWNTOWN

EVANSTON

Where Chicago and the North Shore Meet



DOWNTOWN

EVANSTON

Online Posting

Two marks were selected that the Board felt were strong, projected our target attributes, and “felt like downtown Evanston”.

An open letter went out to all interested parties on the Evmark website, with a description of the research process, the brand attributes, tagline, and two marks.



Since you have been an integral part of this process, and to ensure transparency in our efforts, Evmark would like to extend the opportunity for you to view these selected logos as we move into the final development phase. We would like to hear what these marks say to you, how you feel they relate to downtown Evanston, and how well they fit the criteria outlined. Please include “why” you feel one mark might better represent our downtown with a brief comment. **Comments should be directed to info@evmark.org.**



**I like design 1.
The whole look and
feel says happy and
I like the colors.**

I love logo #1.
Why? To me...

The different colors
represent the **diversity**
of the community.

The “movement” of the
logo reflects the **energy**
and **vibrancy** of Evanston.

The **connectedness**
of the “e’s” connects
symbolically the different
business areas in
Evanston. Large E
downtown. Other “e’s” ...
Dempster, Main, Central

I prefer Design 1 – it
gives the feel of being
high energy, exciting
and dynamic.

*Both are attractive and
speak of the opportunities
for enjoyment that lie within
the Evmark boundaries.*

*The logos look great. My personal choice
would be the first logo with the swirls. It seems
energetic, fun, active, exciting...like there’s lots
going on around town. A fun place.*

*I have to stay that there are definitely things
that appeal to me about the “E” logo as well
(logo #2). As far as design goes, it offers a lot
of possibilities for customization for different
seasons, events, etc. as shown in the presen-
tation. But, it feels like it’s missing the energy.*

*Good luck making a tough decision.
Thanks for offering us the opportunity to give
our input.*



Comments from Online Posting

The second one seems to capture the concept of a lot of different elements coming together in a very cool place.

The design at once evokes a sense of tradition but with an abstract feel of modern design, like a Matisse block painting. It calls to Evanston's rich culture, diversity, and is imaginative while still portraying the "E".

Not that the opinion of a 67 year old man would carry much weight, but I do like what Carolyn is trying to do. So, here goes.

*I like the second, square one better. It **conveys a modern feel** with a lot of color and opportunities to fill those squares with timely symbols like Christmas, Fourth of July, etc.*

***initial reaction:
two versus one.
Colorful bright...
more arresting.
like them both
very much***

Thanks for sharing these — I love it.

I like Design 2 best. It seems more present-feeling and forward-looking. It seems to incorporate the concepts of **connectivity and diversity**, and the **cultural** stuff overlays nicely.

For me the hands-down winner is the 2nd design. It's stronger...the uneven blocks suggest creativity, something a little different and unexpected; the colors say bold, exciting....

Final Refinements and Extension

The logo selected for
Downtown Evanston loosely
suggests colorful and compact
city blocks mirroring the shape
of the letter E.



There are **four** basic versions of the Downtown Evanston logo.



LOGO

FILENAME:
Evanston CMYK .eps



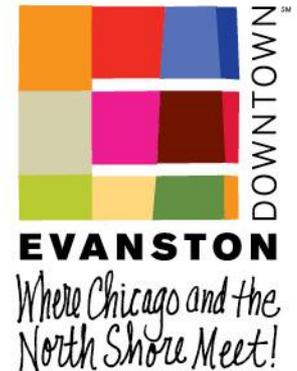
LOGO WITH VERTICAL TAGLINE
The preferred tagline version.

FILENAME:
Evanston CMYK Vertical Tag .eps



LOGO WITH HORIZONTAL TAGLINE
For use where the logo and tagline need to fit within a horizontal space.

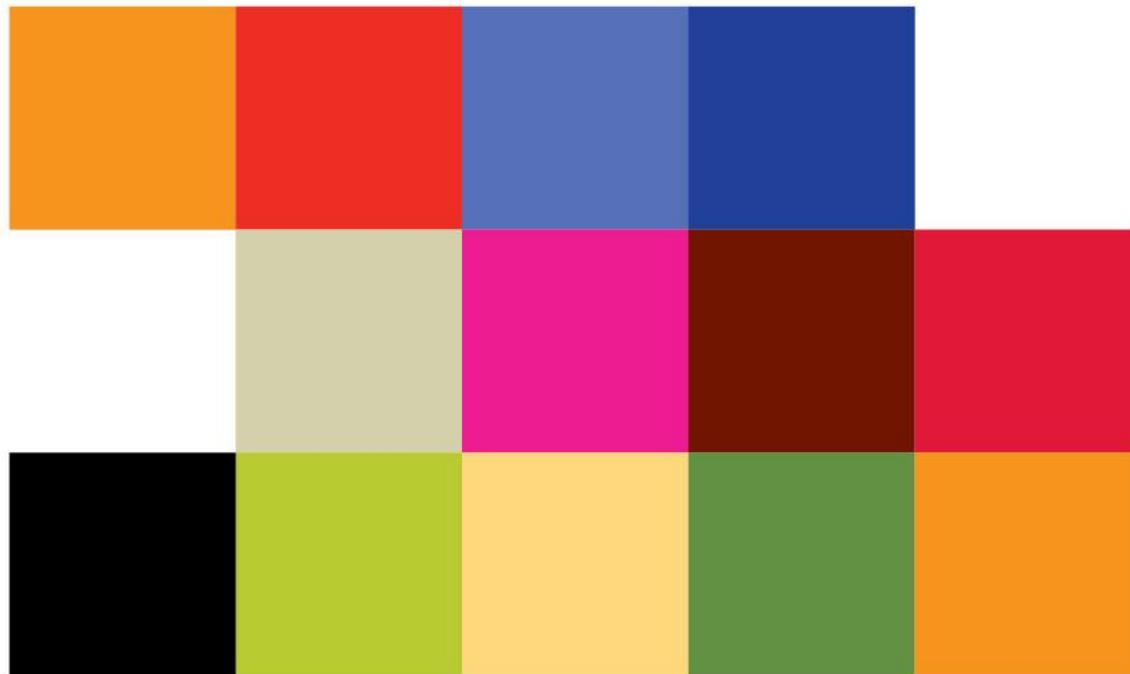
FILENAME:
Evanston CMYK Horizontal Tag .eps



LOGO WITH SCRIPT TAGLINE
A special variation of the logo for use in materials that are more casual and festive.

FILENAME:
Evanston CMYK Script Tag .eps

The branded **color palette** offers a broad range of colors.



Hand drawn **illustrations** add a friendly personality and uniqueness in a world filled with stock photos.



Street Banners

DOWNTOWN
EVANSTON
Where Chicago and the North Shore Meet!

enjoy

DOWNTOWN
EVANSTON
Where Chicago and the North Shore Meet!

dine

LuLu's
www.lulusdimsum.com

DOWNTOWN
EVANSTON
Where Chicago and the North Shore Meet!

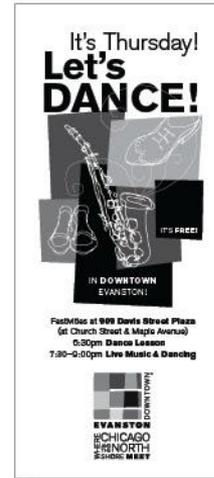
stay

The Orrington Hotel
www.hotelorrington.com

DOWNTOWN
EVANSTON
Where Chicago and the North Shore Meet!

Northwestern University
www.northwestern.edu

Event Promotions



It's Thursday! Let's DANCE!

**IN DOWNTOWN EVANSTON!
... AND IT'S FREE!**

Festivities at **809 Davis Street Plaza** (at Church Street & Maple Avenue)
6:30pm **Dance Lesson** 7:30-9:00pm **Live Music & Dancing**

<p>Thursday July 16 Orquestra de Samba featuring Brazilian guest artist Art Colares Brazilian Samba music <i>Sponsored in part by Music Institute of Chicago</i></p> <p>Thursday July 23 Sideman Big Band Big Band music</p> <p>Thursday July 30 The Flat Cats Swing, Jazz, Contemporary Classics</p>	<p>Thursday August 6 Jim Rogers & The Mauds Classic Rock, Blues and Soul</p> <p>Thursday August 13 The Shirley King Band Blues and R&B from the daughter of B.B. King</p> <p>Thursday August 20 The Midway Ramblers True Cajun and Zydeco music</p>
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"Piano" Special Location:
Northshore University HealthSystem
Grand Plaza, 4030-1010 p.m. on Grandview Avenue, south of Davis Street.

IT'S FREE!

WWW.EVMARK.ORG

WITH SPECIAL THANKS TO OUR SPONSORS:

THE PUBLIC **QUESTER** **DANCE** **North Shore Hotel** **DANCE!** **BRICKMAN**

THE MUSEUM OF THE CITY OF CHICAGO **PRINCE PRESS** **DANCE** **THE UNIVERSITY OF CHICAGO**

EVANSTON CHICAGO NORTH SHORE MEET

WWW.EVMARK.ORG

WITH SPECIAL THANKS TO OUR SPONSORS:

THE PUBLIC **QUESTER** **DANCE** **North Shore Hotel** **DANCE!** **BRICKMAN**

THE MUSEUM OF THE CITY OF CHICAGO **PRINCE PRESS** **DANCE** **THE UNIVERSITY OF CHICAGO**

**It's Thursday!
Let's DANCE!**

6:30pm
Dance Lesson
7:30-9:00pm
Live Music & Dancing

WHERE CHICAGO NORTH SHORE MEET EVANSTON

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**It's Thursday!
Let's DANCE!**

IN DOWNTOWN EVANSTON!

6:30pm
Dance Lesson
7:30-9:00pm
Live Music & Dancing

809 Davis Street Plaza (at Church Street & Maple Avenue)

IT'S FREE!

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THE MUSEUM OF THE CITY OF CHICAGO **PRINCE PRESS** **DANCE** **THE UNIVERSITY OF CHICAGO**

EVANSTON CHICAGO NORTH SHORE MEET

Stationery



CAROLYN DELLUTRI CTP CISM
Executive Director

EVMARK DBA
DOWNTOWN EVANSTON
1560 Sherman Ave., Suite 860
Evanston, Illinois 60201
T 847-570-4724
F 847-570-4738
cdellutri@evmark.org

Marketing & Managing
Downtown Evanston



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1560 Sherman Ave.
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WHERE CHICAGO AND THE NORTH SHORE **MEET**



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Downtown Evanston

Advertising

Where fine dining meets friendly atmospheres. Boutique stores meet major labels. Easy living meets night life. Transit options meet plentiful parking. Old friends meet kindred spirits. Relaxation meets rejuvenation.



For more information on Downtown Evanston stores, restaurants, hotels and entertainment, visit evanstondowntown.com

BusinessWeek magazine names Evanston the **best small city** in Illinois for start up businesses.* With talent, capital, customers and support, Evanston is a great place to start or grow your business.

*BusinessWeek, April 2009



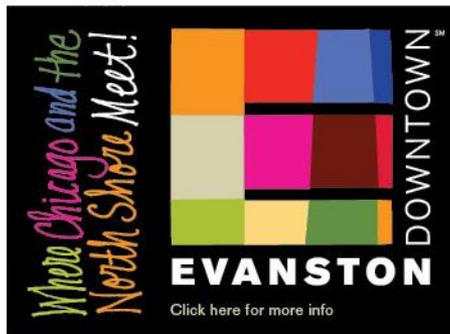
For more information on the many business opportunities that Downtown Evanston offers, visit evanstondowntown.com

WHERE CHICAGO AND THE NORTH SHORE MEET EVANSTON DOWNTOWN



Urban sophistication meets suburban relaxation
EVANSTON DOWNTOWN.COM

Web Banners



Guidebook

DOWNTOWN EVANSTON DIRECTORY

Where Chicago and the North Shore Meet!

**MAP & PARKING
INFO
INSIDE**

**DOWNTOWN
EVANSTON**

Downtown Evanston

Each listing in this directory has a location code that consists of a block number and a compass point, for example, 17W. The number 17 refers to the corresponding block number on the map below and the W indicates that the address can be found on the west side of block 17.

P = Parking Additional detailed parking information can be found on page 24 of this directory.



HOTELS

Best Western University Plaza
MAP LOCATION SWW
Hotel & Conference Center
1501 Sherman Ave.
847 401 6400
bestwestern.com

Hilton Garden Inn
MAP LOCATION SE
178 Rooms
Restaurant, Banquets
1500 Maple Ave.
76 6400
hilton.com

Honestead
MAP LOCATION SW
Herman Ave.
76 2900
honestead.net

Orrington
MAP LOCATION SE
& Conference
Orrington Ave.
99 9700
orington.com

Margrita European Inn
MAP LOCATION 2SE
Evanson's Boutique
Hotel
1538 Oak Ave.
847 859 2272
margrita.com

ENTERTAINMENT

Bill's Blues Club
MAP LOCATION 1SE
Live Music Nightly
1020 Davis St.
847 424 0800
billbluesbar.com

Century Theatres
MAP LOCATION SWW
Movies on 18 Screens
1715 Maple Ave.
847 401 0751
centurytheatres.com

Indigo Lounge
MAP LOCATION 1EE
Specialty Mixtapes
& Wine
1710 Orrington Ave.
847 896 9700
hotelorington.com

Rhythm Room Bar & Bistro
MAP LOCATION SWW
Jazz & Cocktail Lounge
1715 Maple Ave.
847 401 0723
rhythmroom.com

The 1800 Club
MAP LOCATION SE
1800 Sherman Ave.
847 733 7000



dining

RESTAURANTS

Bar Louie
MAP LOCATION 3SE
Neighborhood Bar & Grill
1520 Sherman Ave.
847 733 8300
barlouieamerica.com

Bar 17
MAP LOCATION 1SW
Upscale D&B Pub
1700 Evanston Ave.
847 733 7117
bar17evanston.com

Blue Sushi
MAP LOCATION 1EE
Sushi
1700 Orrington Ave.
847 401 9220
bluwanston.com

Bravo Cucina Italiana
MAP LOCATION SW
Upscale Casual Cuisine
1701 Maple Ave.
847 733 0017
bravoitalian.com

Buffalo Wild Wings
MAP LOCATION SW
Family Friendly, Sports Bar & Grill
1781 Maple Ave.
847 870 0939
buffalowildwings.com

Carmen's of Evanston
MAP LOCATION 1SW
Pizzeria
1014 Church St.
847 528 0021
carmenspizzeria.net

The Cellar
MAP LOCATION 1SW
Beer, Wine & Small Plates
820 Clark St.
847 425 5112
thecellarofevanston.com

Calico Kiosk Public House
MAP LOCATION 1SW
Fish Pub & Casingerie
620 Church St.
847 864 1970
calicokiosk.com

Chef's Station
MAP LOCATION 1SW
Sophisticated Flavor, No Attitude
915 Davis St.
847 570 9821
chefsstation.com

Chili's
MAP LOCATION SW
Family Dining
1785 Maple Ave.
847 828 0058
chilis.com

Clark's Diner
MAP LOCATION 11W
Casual Cuisine
720 Clark St.
847 864 1510
clarksdiner.com

Cozy Noodle & Rice
MAP LOCATION 2SW
Noodle & Rice Shop
1010 Davis St.
847 733 0101
cozyevanston.com

Dave's Italian Kitchen
MAP LOCATION 2SW
Great Homemade Food
1895 Chicago Ave.
847 864 8000
daves.com

Davis Street Fish Market
MAP LOCATION 2SW
Fresh Seafood
Oyster Bar
501 Davis St.
847 880 3474
davisstreetfishmarket.com

W = walkable ♣ live entertainment ♠ WiFi 🚚 delivery

Gift Cards

Downtown Evanston Gift Cards Accepted Here

DOWNTOWNEVANSTON.ORG

**DOWNTOWN EVANSTON
GIFT CARD**
COMING DECEMBER 1, 2010

**The perfect gift for friends,
professors & coaches**

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you'd like one too!

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email us at info@downtownevanston.org or call 847-866-6319.

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Where Unique Boutiques meet Traditional Favorites.

EVANSTON
*Where Chicago and the
North Shore Meet!*

Everyone's favorite
place to meet!

Purchase the Evanston gift card at the
Downtown Evanston office at 820 Davis St.,
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PARK FREE from November 25 - January 11
Weekdays from 5pm to Midnight
and Saturday & Sunday all day in our
three self-park garages.
Or take convenient Metra or CTA.

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Introducing Mobile App

Downtown Evanston Gift Card

Accepted at over 120 Downtown Evanston businesses

For purchase in denominations of \$5 to \$500

Purchase at the Downtown Evanston

Visitor Information offices

820 Davis Street, Suite 151



DOWNTOWNEVANSTON.ORG

and introducing the



**DOWNTOWNSM
EVANSTON**

MOBILE APP

Featuring
over 80
Downtown
Evanston
shopping
and dining
perks!

**download
TODAY!**



A growing portfolio of effective marketing tools

Local Brand



A growing portfolio of effective marketing tools

Perk



Punch



Directory

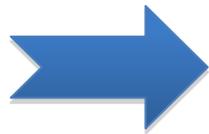


Events

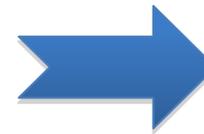


Platform is simple and easy to use

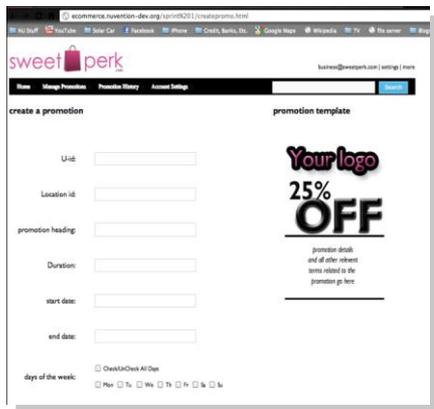
Create



Find & Redeem



Track



What are you shopping for today?



- ✓ # of redemptions
- ✓ # of loyal customers
- ✓ # of referrals & FB posts
- ✓ \$\$ spent in community
- ✓ ROI on marketing



How is Sweet Perk Different?

Hyperlocal

Your Brand

Community-run

\$ reasonable

Dynamic



A transformed brand

Thank You

Carolyn Dellutri
Executive Director
Downtown Evanston
820 Davis Street, Suite 151
Evanston, IL 60201
847-570-4724
cdellutri@downtownevanston.org
www.downtownevanston.org

Scott Freres
Principal
The Lakota Group
212 W. Kinzie, 3rd Floor
Chicago, IL 60654
312-467-5445
sfreres@thelakotagroup.com
www.thelakotagroup.com

Wendy Pressley-Jacobs
Principal
Pressley Johnson Design
230 West Superior, Suite 700
Chicago, IL 60654
312-640-0960
wendy@pjd.com
www.pjd.com

Kalan Kircher
Co-Founder, VP Business Development
Sweet Perk
600 Davis Street
Evanston, IL 60201
614-634-2099
kalan@sweetperk.com
www.sweetperk.com