



CHAMBER • MAINSTREET • TOURISM

2023 ANNUAL REPORT

Purpose of the annual report

The annual report is a summary of Discover Dixon's activities and accomplishments over the past year, as well as a financial report of the organization's revenue and expenses. It is intended to provide stakeholders with transparent information about the organization and its operations.

2023

Board of Directors & Staff

Role of the board of directors

The board of directors is responsible for overseeing the direction and activities of Discover Dixon. This includes setting strategic goals, approving budgets and policies, and ensuring the organization is operating effectively and efficiently. The board works closely with the staff to ensure that the organization is fulfilling its mission and making a positive impact in the community.

Board of Directors

Scott Brown, Stephani Chandler, Matt Cole, Britni Dvorak, Eric Fiessinger, Greg Gates, Mandy Hinkey, Nikki Lovett, Ryan Miller, Brittany Shannon, Kelly Shroyer, and Kent Sorenson

Staff

Amanda Wike (Executive Director), Lucas Pauley (Marketing Director), Jennifer Lang (Director of Events & Sponsorship), Amber Schmidt (Outreach Director), and Lauryn Henson (Office Manager)



2023

Community Engagement

Overview of community outreach and engagement efforts in 2023

In 2023, Discover Dixon utilized tools such as social media, print advertising, TV and radio ads, and outdoor advertisements to help spread the word about community events and initiatives.

Our amazing team of community ambassadors also continued to do a fantastic job of representing Discover Dixon at various events, and building relationships with local organizations and businesses.

Partnerships and collaborations with other organizations

In 2023, Discover Dixon continued to build upon its community relationships and partnerships with The City of Dixon, Dixon Park District, The Dixon: Historic Theatre, The Next Picture Show, The Dixon Petunia Festival, The County of Lee, LCIDA, SVCC, LOTS, Blackhawk Hills, Visit Northwest Illinois, Sterling Main Street, and the Sauk Valley Chamber of Commerce. These partnerships are key to our community's development, resulting in more successful programs and initiatives for all parties.



2023

Event Highlights

Major Initiatives and Impact

In 2023, Discover Dixon brought the community together with an impressive variety of events for all to enjoy.

New to the calendar in 2023 were the Rock River Madness cycling event and Dement Town Music Fest.

Rock River Madness brought nearly 100 cyclists to the area for the first event and showcased Lowell Park and our beautiful city. Dement Town Music Fest was a rousing success, shining a light on Depot Avenue and the surrounding neighborhood with close to 1,000 attending and enjoying the amazing day of music, food, and fun times with friends and family. We're excited to see both events grow in 2024 and beyond.

Some other highlights included Founder's Day, the Best of Dixon Annual Gala, Summer Block Party, a golf outing, Brush and Bloom, Ultimate Tailgate Rib & Chili Cookoff, Venetian Night, Trunk & Treat, the Scarecrow Festival, Fourth Grade Tours, the Ultimate Tailgate, Shop Small Saturday, and the Christmas Walk. The City Market brought in record numbers, and featured an increase in vendors, as did Scarecrow Festival.

These events brought people together, celebrated local culture and heritage, and supported local businesses, making a positive impact on the community.



2023

Visitor Trend & Impact

Overall, the data provided by Placer.ai gives us an in-depth understanding of how we are impacting the community. It helps us to measure the effectiveness of our efforts, provide solid evidence of our impact, and continuously improve upon our strategies.

Events like the Scarecrow Festival are continually bringing thousands to the area with 6,900 coming in 2023, slightly down from 7,600 in 2022.

We saw exciting growth at our Summer Block Party, which topped more than 1,000 visitors for the first time. The weekend of Dement Town Music Fest was part of a weekend that saw 1,500 visitors to Depot Avenue, an increase from the average traffic in the area.

Ultimate Tailgate Rib & Chili Cookoff also saw more than 1,300 visitors during the day come down to enjoy festivities at the Beanblossom parking lot.



While we did see some great numbers and increases in 2023, we weren't without a few dips in numbers, with some events also being affected by poor weather. We look forward to utilizing Placer.ai to further analyze factors for growth and setbacks, and continuing to improve each year.

We're already hard at work in 2024, promoting all Dixon has to offer, from the amazing events and activities, to the area's impressive array of recreational and historical options.

We want people to discover what we know: Dixon is a great place to live, work, visit, and raise a family.

Visitor Trend & Impact

The data provided by Placer.ai can provide valuable insights for government entities in making decisions on economic development. By understanding the patterns and trends of visitors, government entities can make data-driven decisions on where to invest resources, what initiatives to prioritize, and what areas are seeing the most growth and engagement. This data can also be useful for business owners, real estate developers, and investors. By understanding where visitors are going and what they are interested in, they can better understand where opportunities lie and make informed decisions on where to focus their resources.

Data provided by Placer.ai shows that there were 245,500 actualized panel visits to Dixon, up from 205,000 in 2022, and an estimated 5,100,000 visits overall, down from 5,600,000 in 2022. The amount of visitors increases in 2023 to 567,500, up from 520,300 in 2022. These

Metrics			
<div><div></div><div>Summer Block Party</div><div>1317 N Galena Ave, Dixon, IL 61021</div></div>			
Visits	1.1K	Avg. Dwell Time	90 min
Visits / sq ft	N/A	Panel Visits	53
Size - sq ft	N/A (GLA)	Visits YoY	+282%
Visitors	1.1K	Visits Yo2Y	+426.7%
Visit Frequency	1	Visits Yo3Y	+455.9%

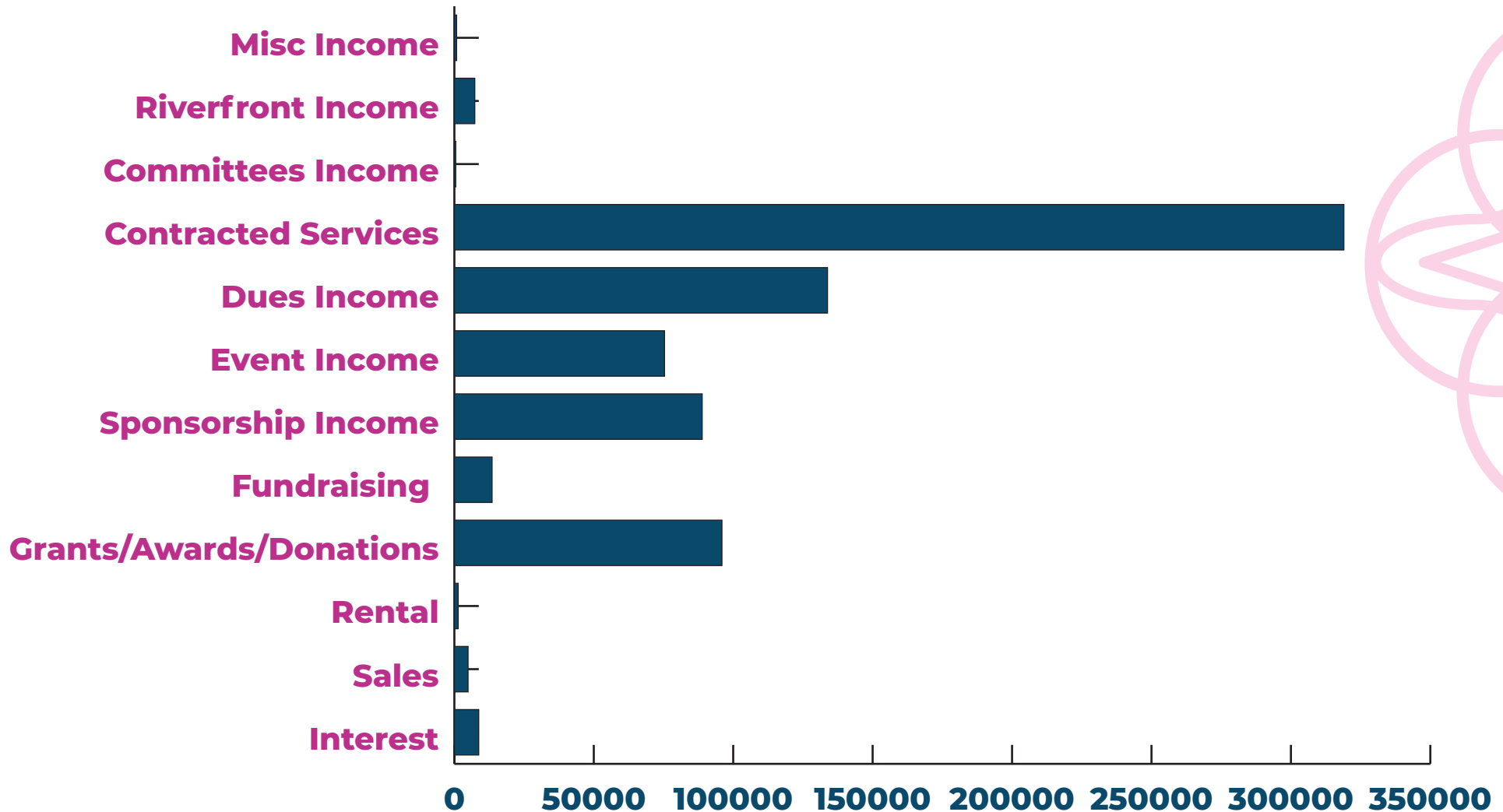
Metrics			
<div><div></div><div>Bean Blossom Events</div><div>101 W 2nd St Ste 301, Dixon, IL 61021</div></div>			
Visits	1.3K	Avg. Dwell Time	153 min
Visits / sq ft	N/A	Panel Visits	77
Size - sq ft	N/A	Visits YoY	+238.7%
Visitors	1.3K	Visits Yo2Y	+330.7%
Visit Frequency	1	Visits Yo3Y	+425.1%

numbers reflect remarkable stability in visitor trends, topping more than 5,000,000 visits each of the past two years, and a healthy increase year to year of individual visitors. It’s clear that in 2023, Dixon has become and remains a popular destination in the region.

Discover Dixon's robust lineup of events, creative marketing and promotional efforts, and community outreach and engagement, are contributing to this growth. We believe we are part of the community puzzle that together has achieved so much in the past few years.

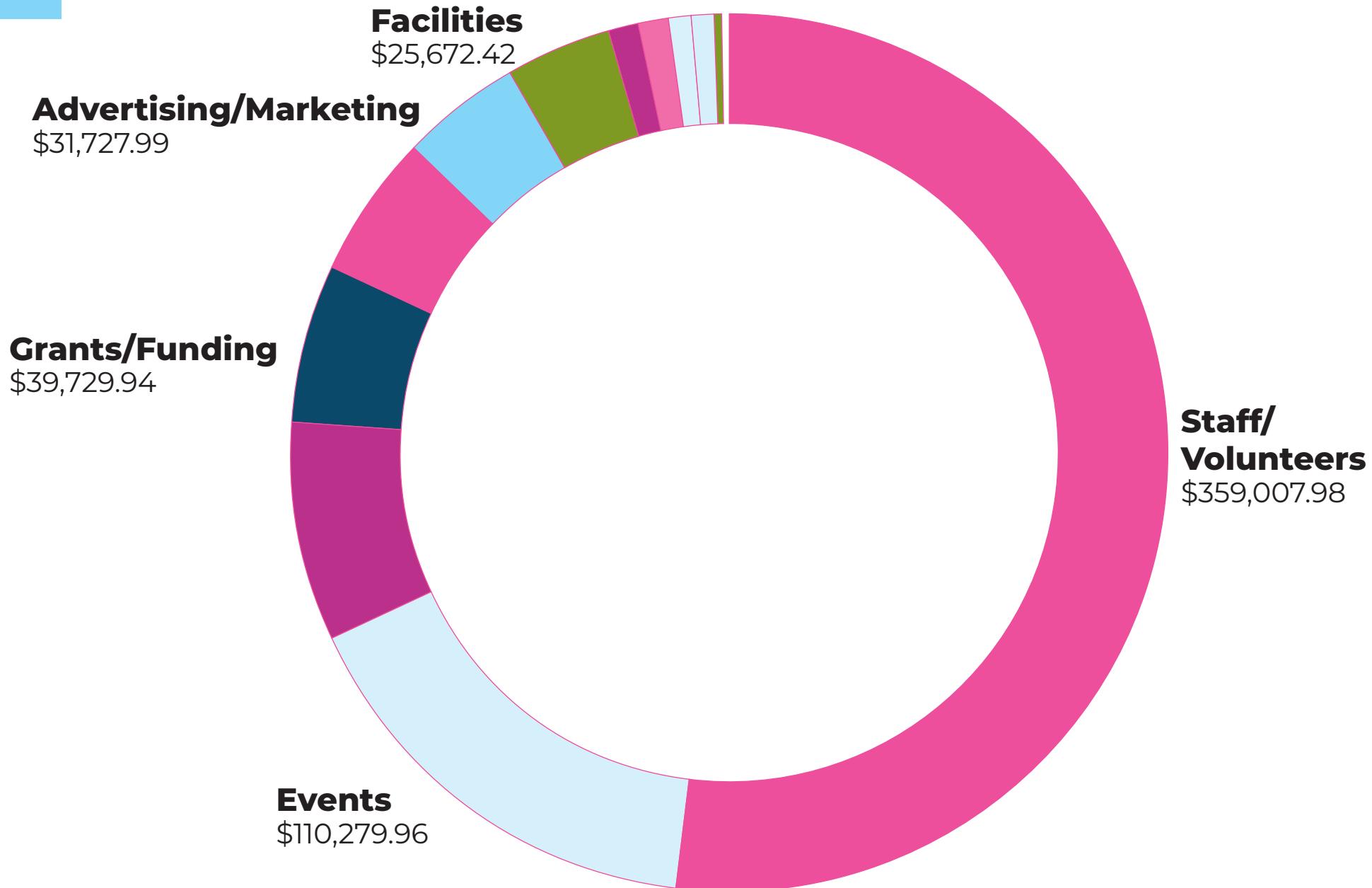
2023

Financial Report: Income



2023

Financial Report: Expenses



2023

Looking Ahead

Goals and priorities for 2024

Overview of primary goals

Chamber: Discover Dixon is intent on increasing business services for Chamber investors, including but not limited to monthly Business After Business events, Breakfast Blends, and more informative, investor-only perks, direct investor communication through Chamber Currents.

Economic Development: Discover Dixon is focused on providing events such as the Career Fair and Hiring Expo to strengthen the business landscape in Dixon and expose individuals to the latest opportunities. We're focused on workforce development and encouraging entrepreneurship.

Main Street: Discover Dixon is intent on increasing attendance on events we've deemed as ones with potential for growth and continuing to provide the community with high-caliber events throughout the year. The organization will also work to strengthen the downtown business corridor with new events and initiatives, and collaborations.

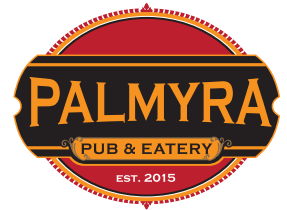
Tourism: Discover Dixon believes strongly that our community truly has "Something For Everyone" and we will push this message as we continue to develop Dixon as a destination worth visiting and exploring in Northwest Illinois.



2023

Our Partners & Sponsors

Thank you to the following companies and foundations for their continued support:



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Dixon Chamber of Commerce & Main Street