

# *Welcome!*

## 2024 Annual Meeting

**Mission Statement:** To promote and support Downtown businesses and events to market the Downtown District as a destination and to ultimately enhance the quality of life Downtown.



# 2023 Board Members

- President: Bre Staal
- Vice President: Chuck Wilder
- Treasurer: Kaitlyn Heupel
- Debbie Richter
- Kari Hauge
- Leah Windnagle
- Rochelle Villa
- Schelle Thomas/Sport About
- Angela Skogen
- Lacey Dixon
- Amy Krueger (non-voting)

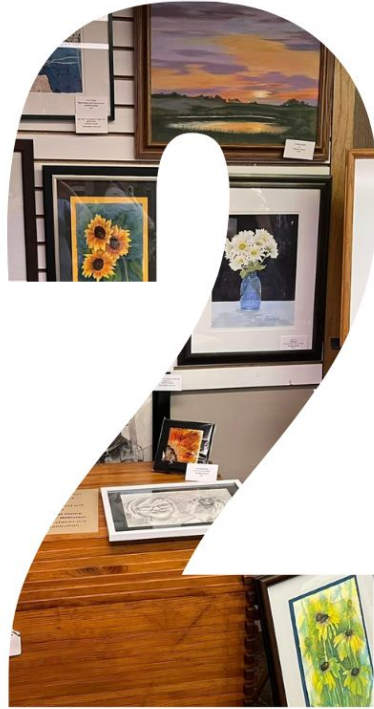
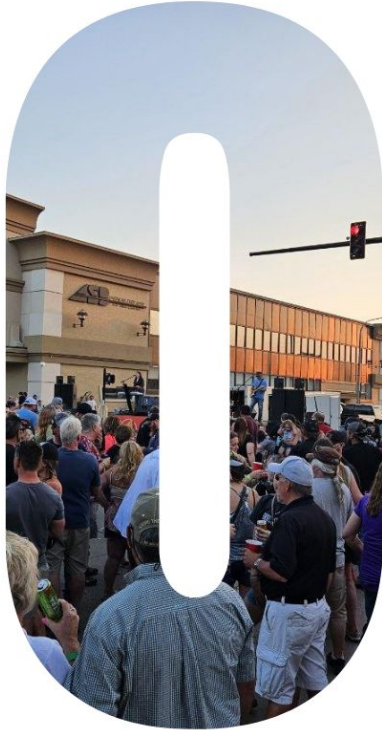
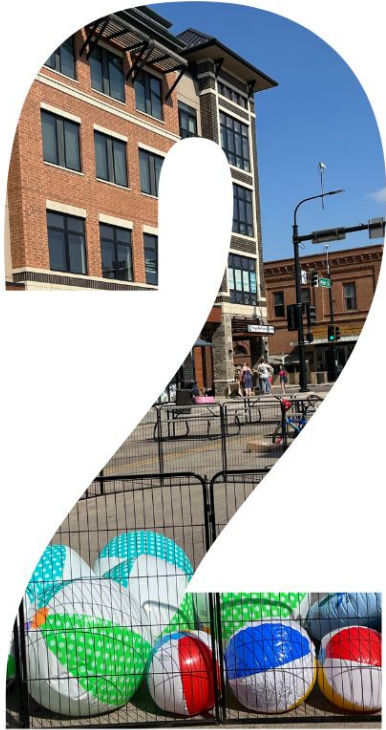
# 2024 WDA Board Candidates

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Brandon Delvo - American State Bank & Trust

Kristy Huschka & Susie Hansen - Crocus N Flair

Bradley Mabeus - KimberElite



# 2023 Financial Review

TOTAL INCOME

\$163,041.45

NET INCOME

AFTER EXPENSES

\$11,145.13

MEMBERSHIPS

\$9200

EVENT REVENUE

\$139,208.90

OTHER REVENUE

\$14,632.55

# 2023

## *Accomplishments*

- Hired an Event Coordinator
- Moved into an office in the Downtown Plaza
- Revived the WDA Newsletter
- Updated Membership Benefits
- Facebook: 905 more followers within the year, and most of our other metrics sourced exponentially
- Outsourced Marketing: Rebel Media
- Summer Nights on Main Won Best Summer Event at the Best of the Bakken 2023



## *2023 Event Recap*

- Art & Wine Walk
- Crazy Days
- Summer Nights on Main
- Main Street Market
- Trail of Treats
- Holiday Stroll



# *Art & Wine Walk*

Our first event to kick off 2023 was a huge success! It drew lots of people to businesses for a night exploring different downtown businesses while enjoying a variety of wines, appetizers, and art!

13  
Businesses  
Hosted Artists

152  
Tickets  
Sold

18+  
Artists'  
work was  
displayed





# CRAZY

# DAYS

June 9th 10-6pm

June 10th 10-2pm

**DOWNTOWN  
BUSINESSES  
SIDEWALK  
SALES**

**Food Trucks  
Kids Activities  
Great Savings**

**POP-UP  
SHOPS WILL  
BE PRESENT  
TOO**

*"So many deals we're  
closing down Main Street!"*



# CRAZY DAYS

- Day one featured a full street closure with over 20 downtown businesses, pop-up businesses, Jer Bears Sno Shack, the Williston Community Library Bookmobile, and activities for the kids
- Day two highlighted our downtown businesses with a small street closure by Hedderich's Lot
- Kids activities were available along the street and at participating businesses.
- Pageant Weekend brought a lot of out of town traffic downtown
- Most pop-up shops had decent sales and brick-and-mortar stores reported similar or better sales than previous years!

# SUMMER NIGHTS ON MAIN

- It was another great summer with 9 weeks of Downtown Thursday Night Fun!
- The weather was terrific and Sponsors offered fun, games and giveaways to those in attendance.
- We had 12+ Vendors offer a great variety of food and activities every week!
- Our band variety brought in familiar favorites, with new additions that were crowd pleasers

We are looking forward to another great season in 2024!





# Main Street Market

- Lowered the price from \$20 to \$12/week and saw a lot of gratitude from vendors
- Attendance was very consistent for the majority of the summer
- DMJ Productions having music from 9:30-12PM helped extend the life of the market
- Different market activity sponsors including the Police Department, Chamber of Commerce, and Giggle Kidz Daycare brought fun activities to the market to draw in kids
- The addition of the two Kid's Markets drew in lot's of youth vendors, brought lots of families down, and will become a monthly market staple going forward!

# Trail of Treats

Trail of Treats was the coldest event of 2023, but that did not stop people from coming downtown to enjoy the trick-or-treating event!



60+  
Businesses



20+ Teal  
Pumpkin  
Stops



2500  
Kids



**DOWNTOWN WILLISTON**

**TRAIL OF TREATS**

**TUESDAY, OCTOBER 31ST**

**3:00-5:30PM**





WILLISTON DOWNTOWNERS ASSOCIATION

# *Holiday Stroll*

DECEMBER 8TH  
5-8PM

DOWNTOWN WILLISTON



# *Holiday Stroll*

- Given the weather, there were still a lot of people Downtown
- Ranger S'mores Kits were a huge hit again
- Hot Cocoa Contest: 7 businesses competed, and we saw almost 200 votes from the evening!
- Activities: Santa pictures, cookie tasting, gift wrapping at select stores, carolers, cocoa kits

# Committees

## Summer Nights on Main



## Retail + 1



## Community + 1



# *Proposed 2024 Calendar*

## *Crazy Days*



Friday, June 7th  
Saturday, June 8th

## *Art & Wine Walk*



Thursday, June 20th

## *Summer Nights on Main*



Tuesday, July 2nd  
Thursdays:  
July 11th-August 29th

# *Proposed 2024 Calendar*

## *Main Street Market*



Saturdays:  
July 12th -  
September 28th

## *Trail of Treats*



Thursday, October  
31st

## *Holiday Stroll*



Friday, December  
13th



# 2024 Goals



- Secure Grants for Projects:
  - Speakers
  - Barricades
  - Downtown Christmas Tree
- One New Income Generating Event
- \$10,000 in Memberships
- Hire Summer Intern(s)

An aerial night photograph of a city, likely Denver, showing a dense urban landscape with numerous lights. A semi-transparent white rectangular box is centered over the image, containing the word "Questions?" in a large, black, cursive font. The city lights are visible through the box, and the overall scene is illuminated by the city's glow against a dark sky.

*Questions?*

Photo Courtesy of Bree Falcon



*Thank you  
for  
attending!*

Questions, comments, concerns...

Email us at  
[WillistonDowntowners@gmail.com](mailto:WillistonDowntowners@gmail.com)

**OR**

Call or Text (701) 580-9343