



MAIN
STREET
Now

APRIL 13-15, 2026

TULSA
OKLAHOMA



Retiring Events with Strategy & Purpose

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Batavia MainStreet**

**MAIN
STREET
Now
2026**

AGENDA

- + **Batavia MainStreet Snapshot**
- + **Why Evaluate Events?**
- + **Event Evaluation Framework**
- + **Case Studies & Real-World Application**
- + **Making Decisions: Keep, Revamp, or Retire**
- + **Telling the Story**
- + **Hands-On Tool & Wrap Up**
- + **Q&A**

BATAVIA MAINSTREET 2019 VS. TODAY

2019	2026
11 Events	6 Events
53 Market Dates	60 Market Dates
	Boardwalk Shop Season
Event Profit: \$64,689	Event Profit: \$61,019
Market Profit: \$23,104	Market Profit: \$72,877
	Boardwalk Profit: \$23,206
Total: \$87,793	Total: \$157,102

- **2020**
 - Started Boardwalk Shops Program
 - Retired Oktoberfest
- **2021**
 - Retired Second Fridays
- **2023**
 - Retired WellBatavia (taken over by another org)
 - Revamped Shop Small Saturday Promotion to Holiday Sneak Peek
- **2024**
 - Retired Egg Hop
 - Started Wednesday Night Market
 - Retired Dinner Table (taken over by another org)
 - Revamped Restaurant Madness to the Downtown Restaurant Guide
- **2026**
 - Retired Block Party
 - Started Wine Walk



2026 Batavia Main Street Events

Farmers' Markets

SATURDAY MARKET
 May 16 – Oct. 24: 8am–12pm
 Location: N. River St.
 Artisan Collective the third Saturday of each month

WEDNESDAY NIGHT MARKET
 June 10, 17, 24; July 1, 15, 22, 29;
 August 5: 5–8pm
 Location: South Riverwalk Plaza, N. Island Ave. & Houston St. In Conjunction With the Batavia Park District's River Rhapsody Concert Series

Step Into Spring Wine Walk
 March 21

Boo Boo Days Sidewalk Sale
 July 10–12

Cocktails in the Park
 July 25

BatFest - Trick or Treating
 October 24

Holiday Lantern Walk
 November 13

Indoor Market
 SATURDAYS: 9AM– 12PM
 Jan. 3 – May 9 & Oct. 31 – Dec. 26

Batavia Boardwalk Shops
 7TH SEASON
 May 8 – December 20
 Fridays, Saturdays, Sundays

SHIFTS TO INCREASE PROFIT

- Add-on revenue streams
 - Market application fees
 - Small admission fees

- Shift towards scalable, repeatable programs
 - Markets and the Boardwalk Shops

- Putting staff time to better use
 - Improves operations and leads to better vendor retention and attendance

- Strengthening sponsor relationships
 - Shows you are evolving and investing in strong programs—not standing still



WHY EVALUATE EVENTS?

- Not every event continues to serve its intended purpose over time
- Staff burnout and declining volunteer engagement
- Limited or unclear benefits to district businesses
- Event becoming less profitable due to increased cost
- Overconcentration of events within a short seasonal window



PREVIOUS EVALUATION PROCESS

- No advance input or data
- Limited understanding of operational impact
- Subjective decision-making
- No standardized evaluation framework
- Perception vs. outcome gaps



EVENT CONCERNS:



- Are we bringing people downtown on a regular basis, or only for isolated, one-off events?
- If we (organizers or merchants) don't enjoy or believe in the event, why are we doing it?
- Are we continuing this event simply because "we've always done it"?
- Who does it benefit?
- Is the event becoming stale or predictable?

EVENT EVALUATION FRAMEWORK

Four Criteria of Evaluation:

- **Mission Alignment-** awareness, engagement, relevance
- **Financial Sustainability-** revenue, expenses, staff time
- **Community Engagement-** merchant participation/value, volunteer enthusiasm, attendance/ticket sales
- **Sponsor Value-** sponsorship interest and retention



EVENT EVALUATION FRAMEWORK

- **Keep:** Mission-aligned, financially sustainable, high engagement
- **Revamp:** Align with mission, improve financial/ community impact
- **Retire:** Low-impact, high resource cost, other organization could take over

Batavia Main Street
FARMERS' MARKET

Saturdays May 16 – October 24
 8:00am-12:00pm
 Location: North River Street

Wednesdays June 10, 17, 24; July 1, 15, 22, 29; & Aug. 5 | 5:00-8:00pm
 Location: South Riverwalk Plaza, N. Island Ave. & Houston St.
 In Conjunction With the Batavia Park District's River Rhapsody Concert Series

Artisan Collective
 Every Third Saturday

Logos: BEI Commercial Real Estate, GERALD Subaru of North Aurora, K Hollis Jewelers, Gateway Financial Partners, Kurt Hagemann Financial Advisor, April Duda Photography, Groot, City of Batavia, Kane County Chronicle, Bulldog Plumbing, The Batavian.

[DOWNTOWNBATAVIA.COM](http://DowntownBatavia.com)

Batavia Main Street
Holiday Sneak Peek
 NOVEMBER 6 5-8PM

SNACK SHOP SUPPORT
 Follow the Candy Cane Lane in Downtown Batavia

Logos: BEI Commercial Real Estate, QR code for participating businesses.

AUG. 31
 3pm - 8pm

BLOCK PARTY

6-TASTE OF BATAVIA
 Live Music, Food, Drinks, Car Show & Free Kids Zone at Peg Bond Center
\$5 ADULT Admission

Logos: Batavia Main Street.



FOUR STEP EVALUATION PROCESS



- 1. Staff completes a pre-retreat evaluation for each event.**
- 2. The survey is distributed to Board members two weeks prior to the retreat. Board members are asked to complete and return within one week.**
- 3. Staff compiles Board feedback**
- 4. Annual Board Retreat Discussion**

STEP 1: Pre- Retreat Evaluation

Staff Evaluates the Following:

PILLAR:

PURPOSE:

INCOME:

(High / Med / Low)

Staff Impact:

Committee Impact:

Merchant Impact:

Volunteer Impact:

Community Impact:

Program Pros:

Program Cons:

Case Study: Block Party

PILLAR: Promotions

PURPOSE: Place-making, community feel good, exposure for restaurants

INCOME: \$7,000 (2025)

- **Staff impact:** High
(difficult to get permits & details for restaurants)
- **Committee impact:** Low
- **Merchant impact:** Low
(difficult to engage restaurants)
- **Volunteer impact:** Medium
- **Community impact:** Medium

STEP 2: Board Survey

STEP 3: Compile

Board Retreat Survey

In preparation for the 2025 Board Retreat, please complete this form by September 18th. The discussion will be whether to maintain, expand, revamp, or eliminate the current roster of events/programs. If you have any comments, leave in other field.

Each event/program will list:

- Financial impact in dollars
- The impact on staff, committee, merchants, volunteers, and community

<p>Banner Program</p> <p>PILLAR: Design PURPOSE: Beautification of Downtown INCOME: Two-year program 2024-25 \$3,016.45</p> <ul style="list-style-type: none"> Staff impact: High Committee impact: n/a Merchant impact: High Volunteer impact: n/a Community impact: High <p>Banner Program:</p> <p><input type="checkbox"/> Keep <input type="checkbox"/> Revamp <input type="checkbox"/> Retire</p>	<p>Artisan Collective</p> <p>PILLAR: Economic Vitality PURPOSE: Destination, entry point into the entrepreneurial ecosystem, place-making INCOME: \$13,885 (2025)</p> <ul style="list-style-type: none"> Staff impact: Medium/High Committee impact: High Merchant impact: Medium (can keep people at market instead of shopping around) Volunteer impact: Low Community impact: High <p>Artisan Collective:</p> <p><input type="checkbox"/> Keep <input type="checkbox"/> Revamp <input type="checkbox"/> Retire</p>	<p>Holiday Sneak Peek</p> <p>PILLAR: Economic Vitality PURPOSE: Support of Downtown Merchants INCOME: \$682 (2024)</p> <ul style="list-style-type: none"> Staff impact: Medium Committee impact: Low Merchant impact: High Volunteer impact: Low Community impact: High <p>Holiday Sneak Peek:</p> <p><input type="checkbox"/> Keep <input type="checkbox"/> Revamp <input type="checkbox"/> Retire</p>
<p>Boardwalk Shop</p> <p>PILLAR: Economic Vitality PURPOSE: Destination, business incubator, help to fill vacancies INCOME: \$30,782 (2024)</p> <ul style="list-style-type: none"> Staff impact: High Committee impact: High Merchant impact: Medium Volunteer impact: Low Community impact: High <p>Boardwalk Shops:</p> <p><input type="checkbox"/> Keep <input type="checkbox"/> Revamp <input type="checkbox"/> Retire</p>	<p>WinterFest Art Market</p> <p>PILLAR: Economic Vitality PURPOSE: Destination, entry point into entrepreneurial ecosystem INCOME: \$6,766 (2024) <i>*Collaborative event with Main Street Studios 8/8-12 yr</i></p> <ul style="list-style-type: none"> Staff impact: Medium/High Committee impact: Medium Merchant impact: Low Volunteer impact: Medium Community impact: High <p>WinterFest Art Market:</p> <p><input type="checkbox"/> Keep <input type="checkbox"/> Revamp <input type="checkbox"/> Retire</p>	<p>Restaurant Guide</p> <p>PILLAR: Economic Vitality PURPOSE: Support Downtown Merchants INCOME: \$1,000 (2025)</p> <ul style="list-style-type: none"> Staff impact: Medium/Low Committee impact: n/a Merchant impact: High Volunteer impact: n/a Community impact: High <p>Restaurant Guide?</p> <p><input type="checkbox"/> Keep <input type="checkbox"/> Revamp <input type="checkbox"/> Retire</p>

Cocktails in the Park

PILLAR: Organization
PURPOSE: Fundraising event, exposure for restaurants
COME: \$21,489 (2025)

Staff impact: High
Committee impact: High
Merchant impact: Medium/Low
Volunteer impact: High
Community impact: Medium

Cocktails in the Park:

Keep
 Revamp
 Retire

Block Party

PILLAR: Promotions
PURPOSE: Place-making, community feel good, exposure for restaurants
INCOME: \$7,000 (2025)

- Staff impact: High (difficult to get permits & details for restaurants)
- Committee impact: Low
- Merchant impact: Low/difficult to engage restaurants
- Volunteer impact: Medium
- Community impact: Medium

Block Party:

Keep
 Revamp
 Retire

Farmers' Market

PILLAR: Promotions
PURPOSE: Place-making, part of the entrepreneurial ecosystem
COME: \$40,660 (2025)

Staff impact: High
Committee impact: Low
Merchant impact: High
Volunteer impact: Low
Community impact: High

Farmers' Market:

Keep
 Revamp
 Retire

Batfest

PILLAR: Promotions
PURPOSE: Place-making, community feel good, exposure for merchants
INCOME: \$5,354 (2024)

- Staff impact: Medium
- Committee impact: Low
- Merchant impact: High
- Volunteer impact: Medium
- Community impact: High

Batfest:

Keep
 Revamp
 Retire

Wednesday Night Market

PILLAR: Promotions
PURPOSE: Place-making, part of the entrepreneurial ecosystem
COME: \$3,970 (2025)

Staff impact: Medium
Committee impact: Low
Merchant impact: Low
Volunteer impact: Low
Community impact: Low/Medium

Wednesday Night Market:

Keep
 Revamp
 Retire

Indoor Market

PILLAR: Promotions
PURPOSE: Place-making, part of the entrepreneurial ecosystem
INCOME: \$13,865 (2024-25)

- Staff impact: Medium
- Committee impact: Low
- Merchant impact: Low
- Volunteer impact: n/a
- Community impact: High

Indoor Market:

Keep
 Revamp
 Retire

Mission Statement:

Batavia Main Street fuels economic growth and long-term vitality in downtown Batavia by supporting small businesses, fostering entrepreneurship, and cultivating community through partnerships, volunteers, events, and place-based initiatives.

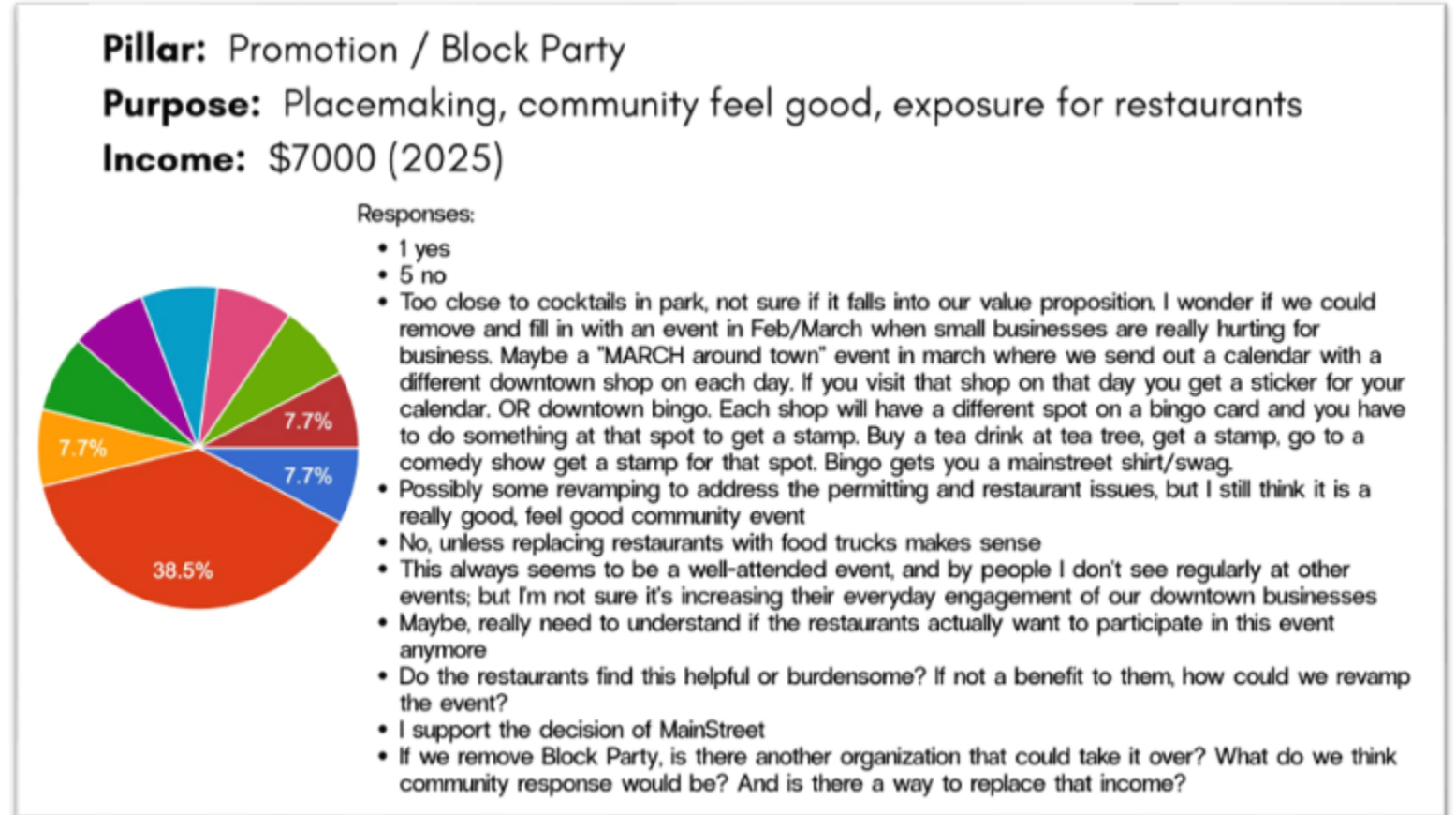


STEP 4: Discuss

Discussing Survey Results

Case Study: Block Party

- Disinterest from Restaurants (due to increased fees for off-site food permits and/or liquor licenses) or difficulty staffing
- Brought 5,000 people downtown but to our bandshell – not inside the businesses and outside of many businesses open hours
- A similar event to Park District event offered a month earlier with free attendance
- Cost Increases (\$6,000 increase since 2018)
 - Fencing
 - Port-a-Potties
 - Picnic Tables



NEXT STEPS WHEN RETIRING AN EVENT

1. Eliminate without replacement
2. Pass off to another organization
3. Replace with another event

If you are replacing, use the event evaluation framework:

- **Mission Alignment**- awareness, engagement, relevance
- **Financial Sustainability**- revenue, expenses, staff time
- **Community Engagement**- merchant participation/value, volunteer enthusiasm, attendance/ticket sales
- **Sponsor Value**- sponsorship interest and retention



WINE WALK: Event Evaluation Framework

Mission Alignment - Yes!

- Brings people downtown during a typically slow time
- Drives traffic inside the businesses – not just a single location
- Ability to collect data using ticketing to track attendee locations and collect emails for marketing.

Financial Sustainability – Yes!

- Event made \$15,000 vs Block Party's \$7,000
- Significantly reduced staff time/labor before and during the event.

Community Engagement – Yes!

- 14 merchants eagerly took part with a waitlist for next year.
- Easily fill 24 volunteer positions – excited to be part of a new event.

Sponsor Value – Yes!

- Sold \$5,300 by January with high interested in next year.



TELLING THE STORY

How to Communicate Decisions

- Explain why the change strengthens Main Street or Downtown
- If replacing, describe why the new event better aligns with the mission
- If eliminated, reference similar events happening locally
- Ensure your team and Board are aligned before sharing



TIPS FOR TRANSPARANCY:

- Communicate rationale clearly to board, staff, sponsors, community
- Highlight mission alignment and improved outcomes

OKTOBERFEST

3-day Event, Single Location

- **Mission alignment – No**
 - Does not support the businesses
- **Financial Sustainability – No**
 - Required six-month of full-time staff planning yet generated only \$20k profit.
- **Community Engagement - No**
 - Only merchants on that street benefited
 - Heavy volunteer lift (50 per day)
 - Strong attendance but not exploring the district
- **Sponsor Value – Yes**
 - Had sponsor support



Retired in 2020



EGG HOP

4-Hour District-Wide Event

- **Mission Alignment – Somewhat**
 - Burden on the business with limited sales
- **Financial Sustainability – No**
 - Limited outside vendor interest
 - Profit barely covered staff time cost
- **Community Engagement – No**
 - Merchants didn't love – it's a lesser version of a popular Halloween event
 - Weather dependent
 - Park District host similar event
- **Sponsor Value – No**
 - Low sponsor interest



Retired in 2024

DINNER TABLE

2-hour, Single Location

- **Mission Alignment – No**
 - Limited merchant benefit
 - Did not raise funds for the downtown district
- **Financial Sustainability – No**
 - All funds passed on to another organization
 - Did not cover staff hours
- **Community Engagement – No**
 - Limited number of tickets available
 - Heavy volunteer lift – the number required and overall execution
- **Sponsor Value – Yes**
 - Had sponsor support



Handed over to
Batavia United
Way in 2024



HANDS-ON ACTIVITY & WRAP-UP

Complete the one-page worksheet

Pick an event to evaluate.

- **Consider key factors:**
 - Are you accounting for staff time?
 - Are volunteers being used effectively?
 - Is it easy to secure sponsors?
 - Are there opportunities to increase profit (fees, attendance, lower costs, new sponsorships?)
- **Review event evaluation framework**
 - Mission Alignment
 - Financial Sustainability
 - Community Engagement
 - Sponsor Value
- **Decide whether to Keep, Revamp, or Retire**

Q&A

**Specific Event Challenges and/or
Current Evaluation Methods**

**Opportunities to Increase Revenue
with the same (or less) work**

Sponsorship Ideas



MAIN
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Now
2026

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THANK YOU!

WE APPRECIATE YOUR FEEDBACK!

Please review this session on the Mobile Event Guide:

- 1 Download the “Main Street Now 2026” app**
- 2 Locate this session and scroll to “Session Feedback”**
- 3 Complete your review**

***Need help?* See your conference program or a volunteer for assistance.**



Evaluation Framework

Mission Alignment: Measures how well the event advances your core purpose and downtown strategy

- **Awareness:** Does it increase visibility of downtown and its businesses?
- **Engagement:** Does it meaningfully connect people to the district (before, during, after)?
- **Relevance:** Is it aligned with current goals, audiences, and brand positioning?

Financial Sustainability: Evaluates whether the event is a responsible use of resources

- **Revenue:** Ticket sales, sponsorships, and ancillary income
- **Expenses:** Direct and indirect costs (permits, supplies, marketing, etc.)
- **Staff Time:** True labor investment relative to return

Community Engagement: Assesses value and participation across key stakeholders

- **Merchant Participation & Value:** Are businesses engaged, and do they see tangible benefits?
- **Volunteer Engagement:** Ability to recruit, retain, and energize volunteers
- **Attendance:** Turnout, ticket sales, and audience quality (not just quantity)

Sponsor Value: Determines the strength and sustainability of sponsor relationships

- **Sponsorship Interest:** Ability to attract new sponsors
- **Retention:** Willingness of sponsors to return and invest again
- **Perceived Value:** Do sponsors feel they are getting meaningful exposure and ROI?

PILLAR: _____

PURPOSE: _____

INCOME: _____

Staff Impact:	Committee Impact:	Merchant Impact:
Volunteer Impact:		Community Impact:

High/Med/Low

Program Pros: _____

Program Cons: _____

Do you want to: **Keep** **Revamp** **Retire**



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