

LGP
#1 Fan!

Downtown
Rocks!

We Love
Emma
Ave

Meet Me
At
Shiloh
Square

Hooked
On
Holcomb

Dream
Big

Downtown Springdale Alliance

2023 Downtown Springdale Alliance Annual Report



OUR VISION

Downtown Springdale is a
destination of choice.

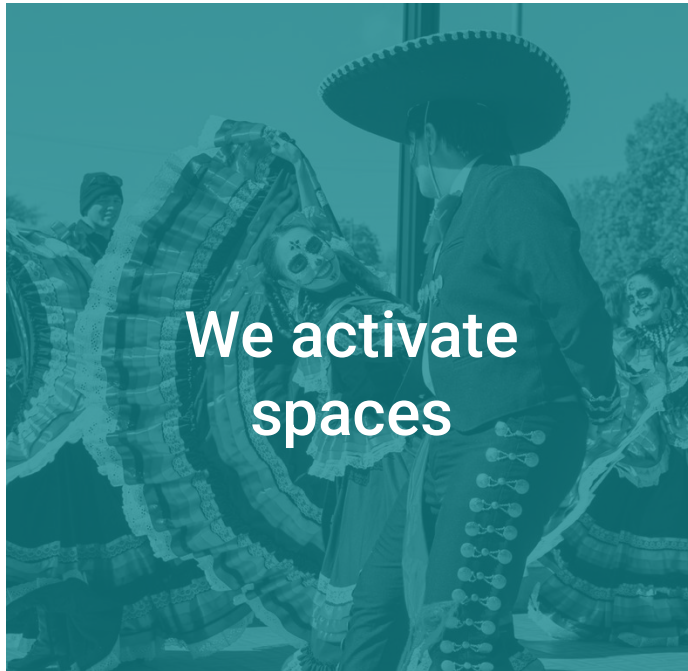




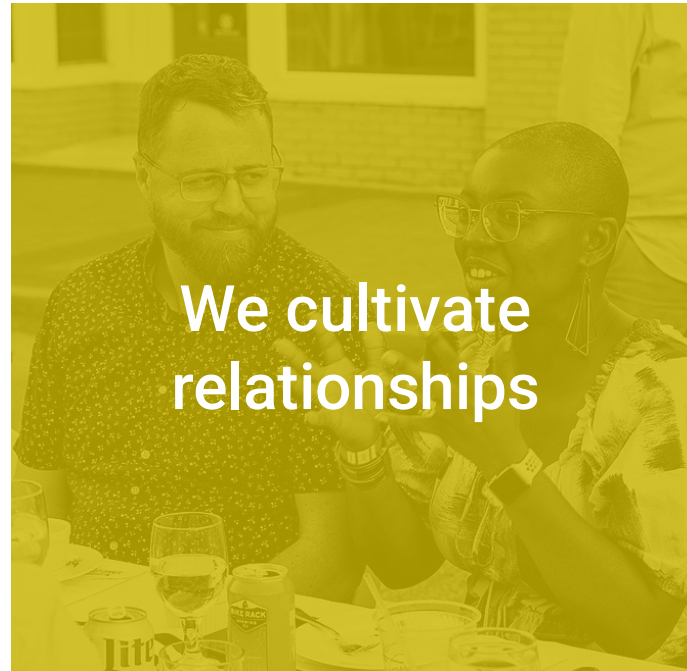
OUR MISSION

To promote a vibrant
Downtown Springdale

HOW WE DO IT



We activate
spaces



We cultivate
relationships

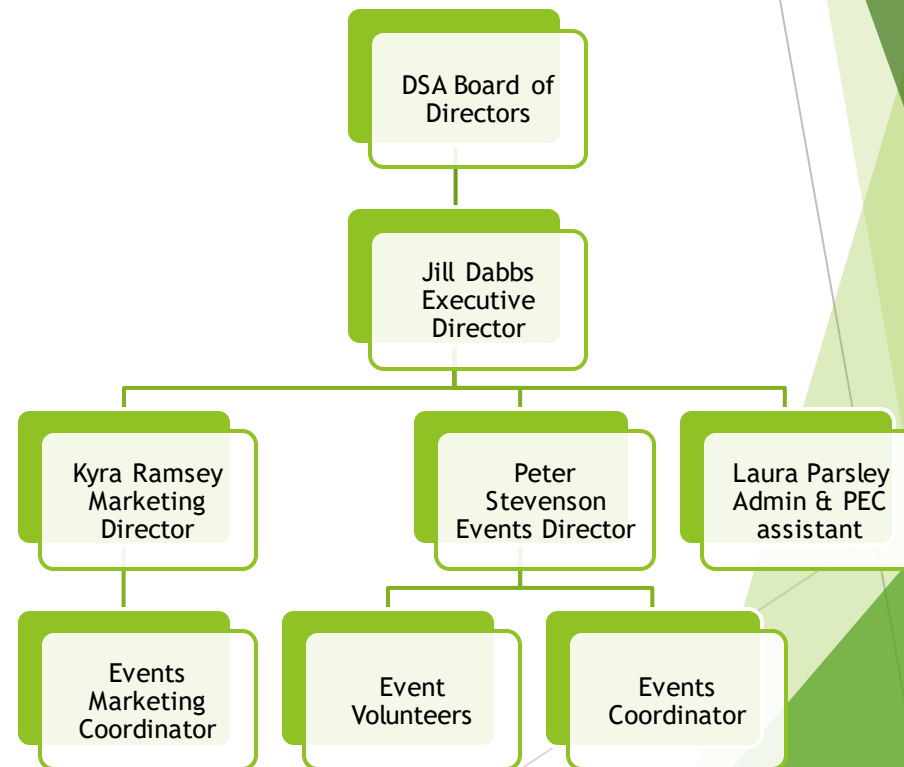


We advocate
for downtown

We're able to do this because people and businesses get behind us in a big way.



Downtown Springdale Alliance Staff



2023 Board of Directors

Executive Committee

- Dina Wood, President
- Hannah Philpot, Vice President
- Jacob McConnell, Treasurer
- Sandy Nickerson, Secretary

2023 Board of Directors

Board Members

- Jordan Garner
- Anna George
- Jim Crouch
- Jeffro Brown
- Joe Lloyd
- Rodrigo Salas
- Lauren Harris
- Marcus Parsons
- Adriana Torres
- Julie Shook

Ex-Officio Board Members

- Mayor Doug Sprouse
- Patsy Christi, Planning Director
- Amelia Williams, City Council
- Terri Trotter, Jones Center
- Bill Rogers, Chamber of Commerce
- Dr. Jared Cleveland, Springdale Schools
- Arts One Presents, Anne Jackson
- Cache, Amber Perrodin
- Rodeo of the Ozarks, Rick Culver

► BUSINESS MATTERS

► Interest in downtown development proves Springdale's not that bad

by Chris Bahn | July 27, 2014 at 2:19 a.m.



December 6, 2014



Luther George Park Groundbreaking







2020 Outdoor Dining District Approved by City Council



2023

The Outdoor Dining District continues to help drive economic development to downtown Springdale.





New for 2023!

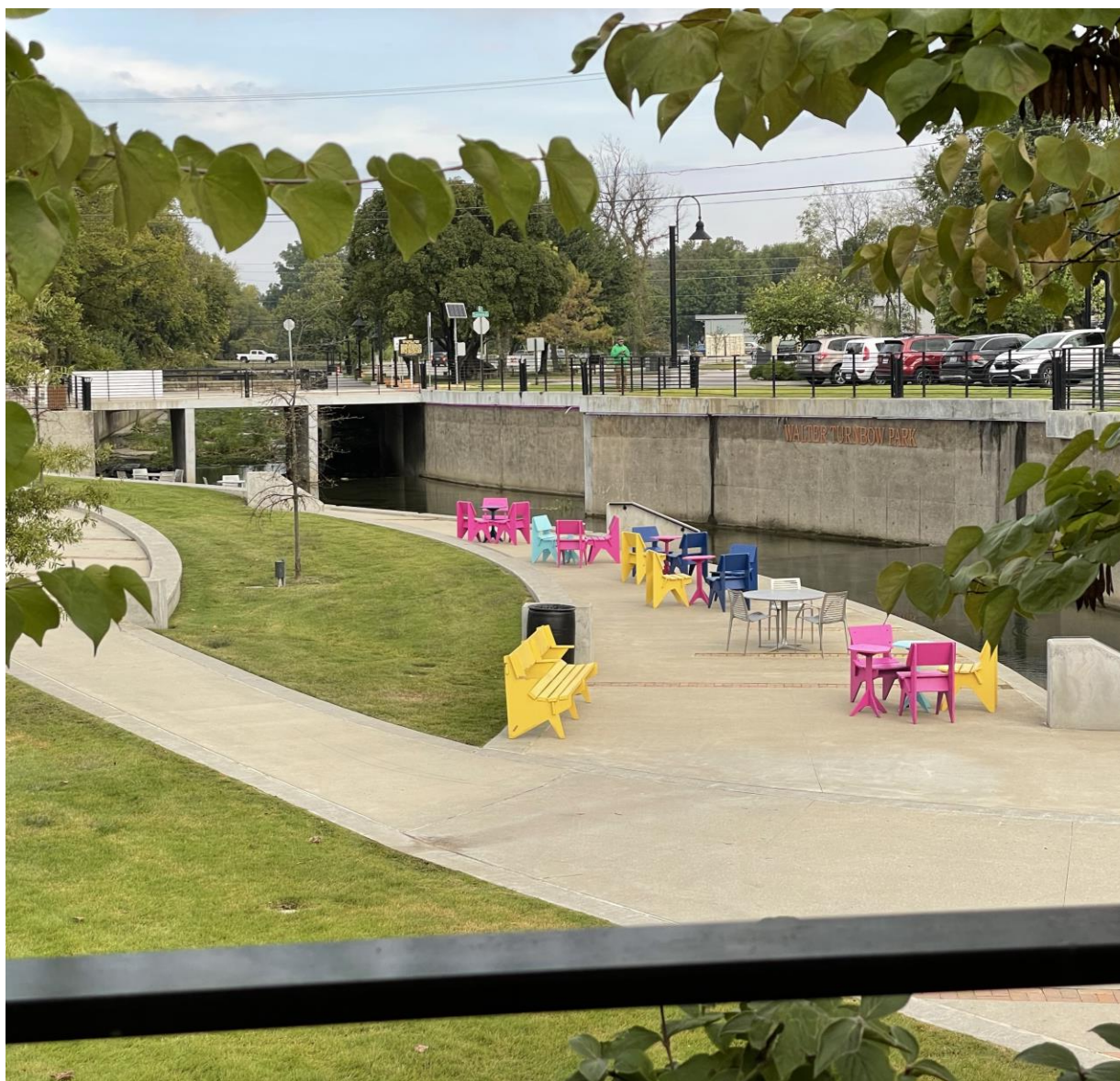
Public Works will
install the new
Outdoor Dining
District logos
this Spring!







Open Seating Project





2022

City expanded DSA's contract and increased funding our funding by 50%

2022 Organizational Highlights

Masterplan update adopted by City council

12.5 Capital Campaign completed by DSA on behalf of the City of Springdale for the Construction of Luther George Park

Groundbreaking October 7th for Luther George Park

Record breaking sponsorship growth

The City of Springdale increased DSA's contract by 50%



An aerial architectural rendering of the Luther George Park Remodel. The image shows a large green lawn, a winding path, a colorful striped play area, a modern red-roofed structure, and a river with terraced banks. The background includes existing buildings and trees.

Luther George Park Remodel 2017 - 2024

- ▶ Design Excellence Grant Awarded to DSA by Walton Family Foundation 2018
- ▶ DSA led the Community Design 2019 - 2021
- ▶ DSA led the Capital Campaign 12.5 million raised from the community for construction
- ▶ The City broke Ground October 2022
- ▶ To be completed Summer 2024

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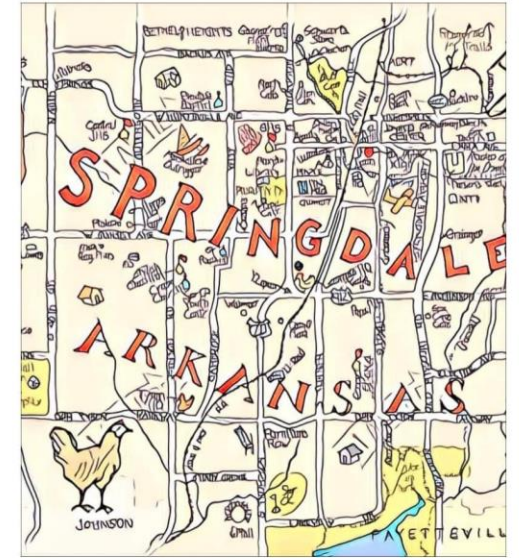
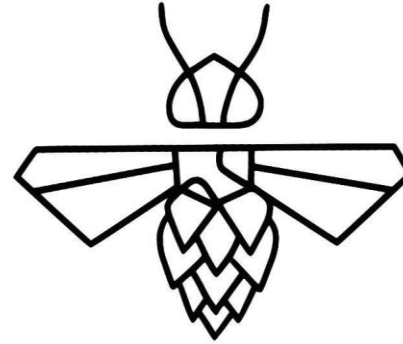
BAUHAUS BIERGARTEN



What is Happening Now?



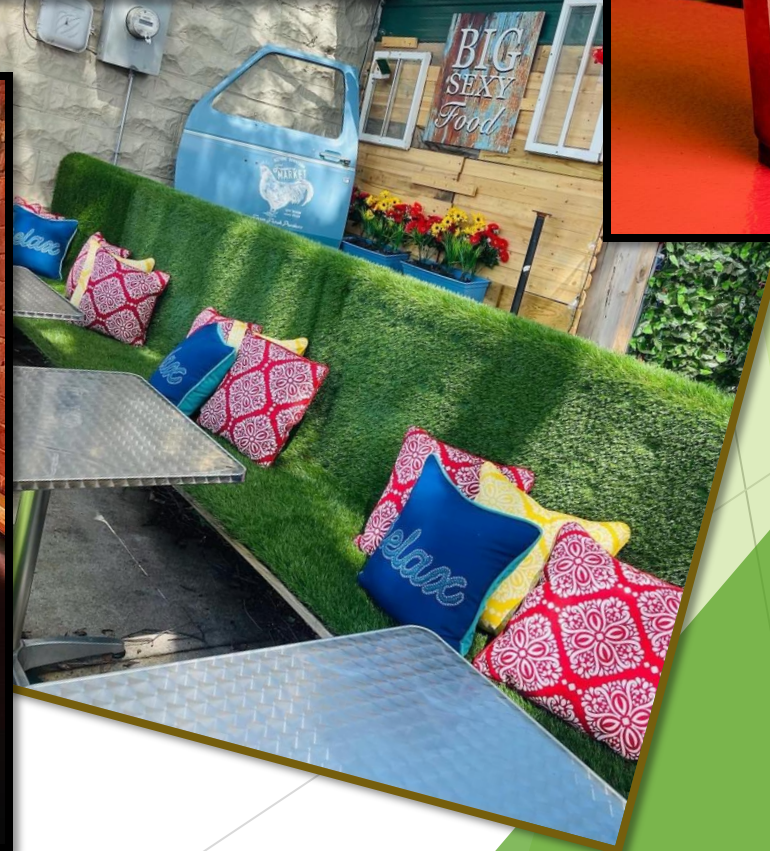
2023



coming soon

We are happy to welcome ZELLI PASTA and
THE SOCIAL PROJECT BREWING CO. to
Downtown Springdale

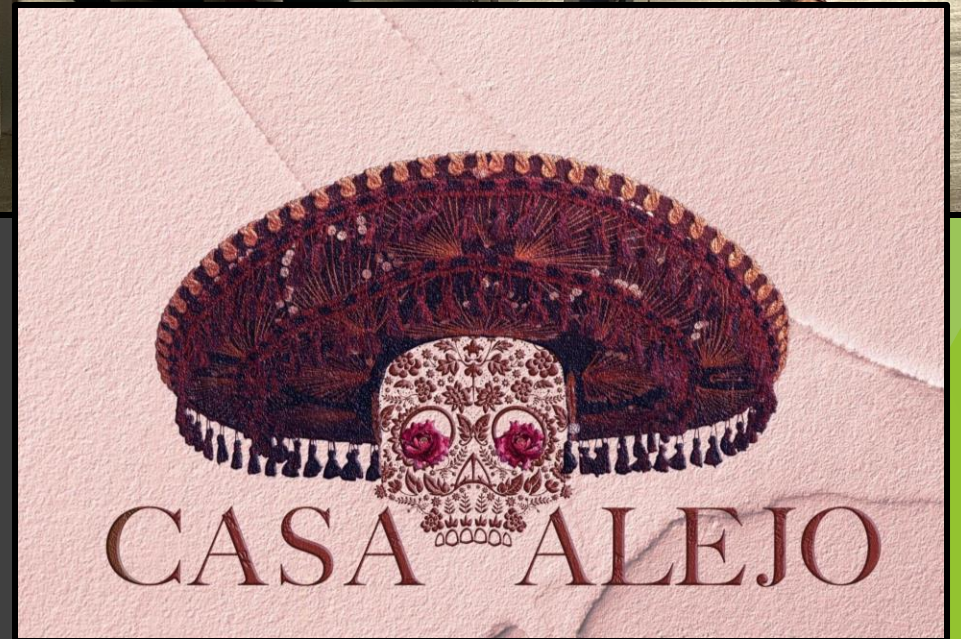
Downtown Springdale is
OPEN with vibrant
spaces and food options
to make EVERYONE feel
welcome.



Bella's Gifts
is
BACK
DOWNTOWN!







CASA ALEJO

We are so happy for our friends at ACOM-their Stroll the Atolls event continues to grow bigger every year!





**Opportunity
Zone Projects
continue to
make Springdale
attractive for
investors**

**| RETAIL/OFFICE/SPECIAL USE
MB STREET | SPRINGDALE, ARKANSAS**

First Security Bank Remodel

Happening
Now! 2023





Via - Under Construction

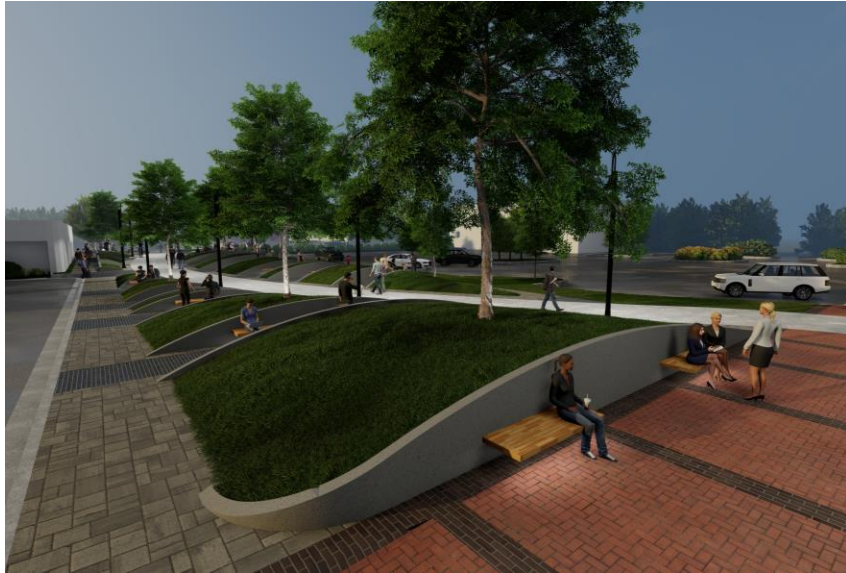
Park and Emma Avenue

Commercial Lease Space



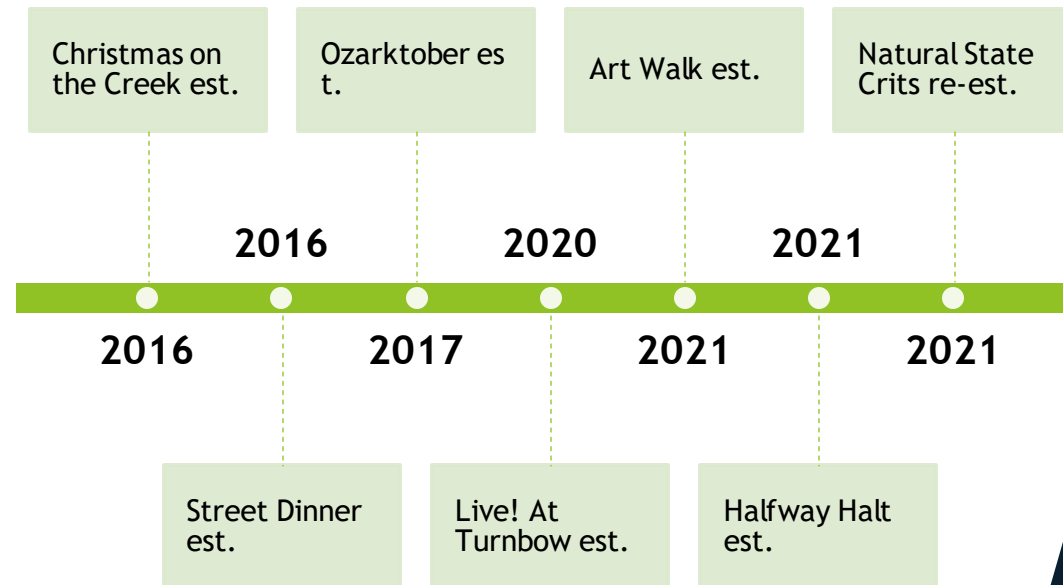


Greenway realignment
is underway!



Greenway Realignment at Mile 16
Will be completed late spring 2023!

Signature Events



OUR SIGNATURE EVENTS

We host events unique to Springdale. These events bring more than 50,000 people annually into our downtown. They come from down the street and across state lines.

- ✦ STREET DINNER
- ✦ LIVE! AT TURNBOW
- ✦ NATURAL STATE CRITERIUM SERIES
- ✦ HALFWAY HALT
- ✦ LANTERNE ROUGE FONDO
- ✦ OZARKTOBER
- ✦ ART WALK
- ✦ CHRISTMAS ON THE CREEK
- ✦ HOT COCOA CRAWL



Annual Street Dinner

JUNE 10

- ✦ Chef-prepared community dinner in the heart of Downtown Springdale
- ✦ Communal dinner
- ✦ This fundraiser supports numerous free events provided for the community and the local artists we contract.
- ✦ Sell out event with more than 400 guests



LIVE! at Turnbow

APRIL - SEPT

- ✦ Last Thursday of the month at Turnbow Park
- ✦ Multi-genre outdoor concert series
- ✦ Partnerships with arts organizations
- ✦ Past performances include Arkansauce, Jukebox Confessions and Duo Divinas
- ✦ Free to the public
- ✦ 5,000 attendees in 2022



Natural State Criterium Series

MAY 31, JUNE 28, JULY 26

- ✦ USA Cycling-sanctioned bike races
- ✦ Track record of attracting cyclists from across the country
- ✦ Largest mid-week cash purse in the country
- ✦ Free to the public to watch
- ✦ 300 cyclists raced and 1,000 spectators in 2022



Halfway Halt

MAY 6 & OCT 7

- ✦ Supports the iconic regional bike ride Square to Square
- ✦ In partnership with Fayetteville and Bentonville Parks & Recreation, local restaurants & retailers
- ✦ Features live music, food & lots of cheering
- ✦ Cyclists receive day of promotions from downtown retailers & restaurants
- ✦ Over 4,000 attendees in 2022



Lanterne Rouge Fondo Road Ride

JULY 29

- ✦ Celebrates the Tour de France with a local spin
- ✦ Friendly competition for last place in the bike ride
- ✦ Training rides led by the Springdale Bike Club throughout the Tour de France dates
- ✦ Tour de France-inspired after party



Ozarktober

Oct 13-14

- ✦ Celebration of Fall in the Ozarks
- ✦ Two-day event
- ✦ Features a mix of free and ticketed events
- ✦ Features a family bon fire, train rides, live music & beer gardens
- ✦ Over 2,000 attendees in 2022



Art Walk

APRIL 27-29 & SEPT 14-16

- ✦ Free, self-guided tour that showcases the talented creatives in downtown Springdale
- ✦ Galleries, museums, makers' spaces and boutiques host artists and feature art installations
- ✦ Activates storefronts and shops in downtown
- ✦ Scheduled to capitalize on LIVE! at Turnbow & NWA Welcoming Week
- ✦ Over 500 participated in 2022



Christmas on the Creek

NOV 25

- ✦ Annual holiday tradition celebrated the day after Thanksgiving
- ✦ Features a mix of free and ticketed events
- ✦ Holiday market, Cycling Santas, live music & the lighting of the Christmas tree
- ✦ Leads up to the Christmas Parade of the Ozarks
- ✦ More than 5,000 attendees in 2022



Hot Cocoa Crawl

DEC 1

- ✦ Annual holiday tradition
- ✦ Held on the same night as the Springdale School District's Caroling on the Creek
- ✦ Partnerships with more than a dozen downtown businesses
- ✦ Sell out event with more than 800 attendees



Street Dinner 2023

coming soon!