



W H E A T O N

discover

**DOWNTOWN
WHEATON**

YOUR FAVORITE PLACE TO DO BUSINESS

Hello AND WELCOME!



Welcome! We know you have many options when it comes to a location for your business, so first and foremost, thank you for considering Downtown Wheaton. Opening a new business or expanding an existing business is exciting — there is endless opportunity and potential. It can also be an overwhelming, emotional rollercoaster! Whether you're just starting out or already have plans, we're here to support you through every challenge and celebrate every win along the way.

From starting your property search, to ribbon cuttings and milestone anniversary celebrations, the Downtown Wheaton Association is your partner in entrepreneurship. And in our Downtown community, you'll find even more supporters along the way: The City of Wheaton recently invested \$35 million into the Downtown infrastructure to support growth; our business community is welcoming and inclusive of new neighbors; and the DWA is constantly collaborating with our community partners to maintain a business-friendly, thriving Downtown Wheaton.

We look forward to welcoming your business to Downtown Wheaton!

Allison Orr

Allison Orr | Executive Director, Downtown Wheaton Association
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Wheaton's business community is thriving, and we have much to celebrate: new businesses establishing themselves in Wheaton, existing businesses marking milestones, and longtime businesses serving as cornerstones of our community. Wherever you go in Wheaton you'll see the signs of successful businesses bringing opportunities to shop, dine, and do business locally, surrounded by a thriving residential community.

Wheaton is committed to helping businesses succeed. You'll see this in the completion of our Downtown Streetscape Project, which invested more than \$35 million in infrastructure and amenities in the heart of our downtown business district; through our participation in an Economic Development Consortium between the Downtown Wheaton Association and Wheaton Chamber of Commerce; and through our continued focus on initiatives that encourage redevelopment where appropriate. To all of our businesses — new and old — that call Wheaton home, we appreciate and support you. Come join us in making Downtown Wheaton a destination.

Phil Suess

Phil Suess | Mayor, City of Wheaton

OUR *Mission*

The Downtown Wheaton Association (DWA) is a nonprofit organization driving economic growth and opportunity in Downtown Wheaton by connecting business and community.

DOWNTOWN WHEATON ASSOCIATION VOTED DAILY HERALD READER'S CHOICE (2022):

Best Convention & Visitors Bureau | Best Business Association/Chamber of Commerce

DOWNTOWN WHEATON



1,215 RESIDENTIAL UNITS IN DOWNTOWN WHEATON'S 3 APARTMENT AND CONDO COMPLEXES
 • 2 NEW APARTMENT DEVELOPMENTS COMING SOON, ADDING 352 ADDITIONAL RESIDENTIAL UNITS



285,000 BIKERS AND PEDESTRIANS USE THE WHEATON PRAIRIE PATH ANNUALLY¹



< 1 MILE WALK FROM WHEATON COLLEGE²
 • 3,000 STUDENTS | 88% LIVE ON CAMPUS



180,000+ GUESTS PER SEASON AT THE POPULAR WHEATON FRENCH MARKET



3 KEY CITY LANDMARKS: ADAMS PARK, DUPAGE COUNTY HISTORICAL MUSEUM, WHEATON PUBLIC LIBRARY



22,000 VISITORS TO 15+ ANNUAL CONCERTS AND EVENTS AT MEMORIAL PARK BANDSHELL



50+ DOWNTOWN WHEATON ASSOCIATION EVENTS ANNUALLY
 • DWA EVENTS INCREASE VISITS AND DWELL TIME IN DOWNTOWN WHEATON³



3.4M VISITS TO DOWNTOWN WHEATON ANNUALLY
 • 599,000 UNIQUE VISITORS TO DOWNTOWN WHEATON ANNUALLY³

REFERENCES

¹ "Making Trails Count: Illinois Prairie Path." Trails for Illinois, 2013, ipp.org/pdf/IPP%20Trail%20Survey%202013.pdf.

² Wheaton College. "Wheaton By the Numbers." Wheaton College, www.wheaton.edu/about-wheaton/why-wheaton/college-profile/wheaton-by-the-numbers/. Accessed 3 May 2023.

³ "Location Intelligence & Foot Traffic Data Software." Location Intelligence & Foot Traffic Data Software – Placer.ai, www.placer.ai/. Accessed 3 May 2023.

WHEATON Streetscape PROJECT

Freshly completed in 2023, enjoy the brand new, modern streetscape throughout Downtown Wheaton. The City of Wheaton invested more than \$35 million in this multi-year infrastructure project, bringing updates and improvements to Downtown Wheaton. After surveying Downtown Wheaton business owners, the city prioritized key improvements, including:



CLEAR WAYFINDING SIGNAGE AND STREET POLE BANNERS



REFRESHED ROADWAYS



WELCOMING LIGHTING



ABUNDANT SEATING



SUSTAINABLE LANDSCAPING



NEW BICYCLE FACILITIES



MULTI-PURPOSE PAVILION



WIDE, PEDESTRIAN-FRIENDLY SIDEWALKS WITH BRICK AMENITY ZONES



UPGRADED GATHERING AREAS AND GREEN SPACE



Meet OUR AVERAGE CONSUMER

EDUCATED

- OVER 35% HAVE ADVANCED DEGREES

LOYAL

- VISITS DOWNTOWN WHEATON MORE THAN 5 TIMES PER YEAR
- AVERAGE STAY IN DOWNTOWN WHEATON IS 3 HOURS

AFFLUENT

- AVERAGE HOUSEHOLD INCOME OF \$141,000
- OVER 30% OF DOWNTOWN WHEATON CONSUMERS' HOUSEHOLD INCOME IS GREATER THAN \$150,000

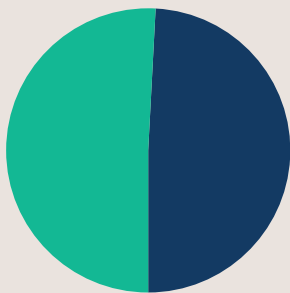
FAMILY-ORIENTED

- 72% LIVE IN A FAMILY HOUSEHOLD

LOCAL

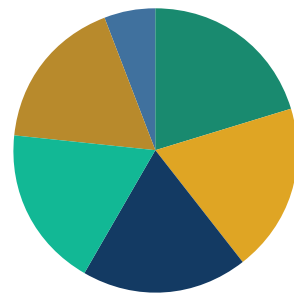
- 36% LIVE IN WHEATON
- 74% LIVE WITHIN 10 MILES OF DOWNTOWN WHEATON

3.4 MILLION VISITS
599,000 UNIQUE VISITORS
TO DOWNTOWN WHEATON ANNUALLY



POPULATION BY GENDER

51% FEMALE
49% MALE



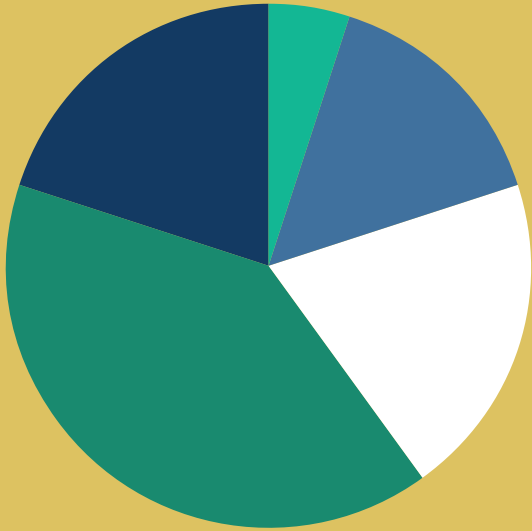
POPULATION BY GENERATION

18.3% GEN ALPHA | 17.5% GEN Z
18.9% MILLENNIALS | 19.2% GEN X
20.3% BABY BOOMERS | 5.8% SILENT & GREATEST

REFERENCES

"Location Intelligence & Foot Traffic Data Software." Location Intelligence & Foot Traffic Data Software – Placer.Ai, www.placer.ai/. Accessed 3 May 2023.

MEET OUR BUSINESS Community



5% ARTS & ENTERTAINMENT

15% BEAUTY & HAIRCARE

20% EAT & DRINK

40% SERVICES

20% SHOPPING

JILL CARD

JEANS & A CUTE TOP SHOP | OPENED 2009



"I have never felt alone in my entrepreneurship journey thanks to the constant drive, collaboration, and creativity of the Downtown Wheaton Association and our business community. I have operated locations in other downtown communities, and all have looked to Wheaton in awe of

the small-town charm, unification, and how the business environment continues to thrive and grow even through periods of economic uncertainty."

MIKE CARL

BURGER SOCIAL | OPENED 2017



"I love working in Downtown Wheaton – the supportive community and diverse restaurants and shops make this such a unique place to be. The Innovator Hale Street Tents have been game changing, driving business during the summer months – no downtown can compete with us when it comes to outdoor ambiance!"

ALEXIS HELLER

THE MOMENT ON MAIN | OPENED 2021



"You'll love the Downtown Wheaton business community. The welcoming and supportive nature of our community works – we are thriving, and welcoming new businesses and visitors all the time. If you're considering starting a business here, just do it! You won't regret it."

OLGA NEDELEA

MION ARTISAN SOAP | OPENED 2020



"Our family business was welcomed here during the pandemic, and the community has been so supportive and loyal to our brand ever since! Our business community works together to make shopping, dining, and spending time here the best possible experience for everyone who

visits. Downtown Wheaton is a really unique place to operate a business, and we absolutely love having our business here!

SAMANTHA RAFTERY

AMANTE MARKETPLACE | OPENED 2021



"Downtown Wheaton is full of character and local pride – and is growing exponentially! The support, encouragement, and countless resources that were offered to me as an entrepreneur inspired me to follow my dream and open Amante Marketplace. From the early stages

to our grand opening, I was championed into living out my dream."

ERIC SCHLICKMAN

302 WHEATON, SHANE'S DELI, SUBOURBON, & MAYPOLE
OPENED 2018, 2019, 2023, & 2023



"Having lived in Wheaton my whole life, it's been awesome to witness how the city's growth has allowed for innovative and creative collaborations between business owners. Downtown Wheaton has developed into an incredible community where small businesses thrive. I've seen the

community really embrace and support my business concepts in a way that's truly unique to Wheaton."

JUAN RUBIO

THE PROTEIN SPOT | OPENED 2022



"Wheaton's business resources like the DWA and Chamber of Commerce are amazing and supportive, helping to promote and provide resources to all of us local businesses. Wheaton residents are committed to shopping locally, which makes Wheaton a really special place to operate a small business."

KEVIN WALKER

EXTRACT JUICERY | OPENED 2021



"We are privileged to be able to call Downtown Wheaton home. The business community is so welcoming, and we strive to see one another succeed and grow. Our customers are proud of their downtown and are passionate about supporting local. The City and the Downtown Wheaton

Association are amazing to work with and are always creating new opportunities for economic growth."

Ready to Join?

WE'RE HERE TO HELP

ALLISON ORR

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JIM KOZIK

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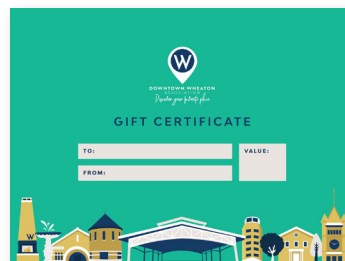
BUSINESSES REPRESENTED: Yia Mas – A taste of Greece, AlphaGraphics Wheaton, Andrew's Garden, Baby Doll Bakery, M&Co. Salon, Jerry Evans School of Music, Frocks & Frills Vintage, Egg'lectic Café, Ivy Restaurant, The McCarthy Schwager Group | @properties, The Protein Spot, Kilwins Wheaton, Moveable Feast + Co., Carlson's Glass & Mirror, Amante Marketplace, Chaos to Memories, Moore Toys & Gadgets, MilaGrace Boutique, Extract Juicery, A Baby Naturally, The Moment on Main, NEXT yoga.

JOIN *the* LANDSCAPE



GIVE THE *Gift* OF LOCAL

As a Business Member of the Downtown Wheaton Association, your business is eligible to participate in the Downtown Wheaton Gift Certificate program. The DWA sells thousands of gift certificates each year, driving consumers into participating businesses to redeem their certificates. Simply turn in redeemed certificates to the DWA and receive 100% of the funds back to your business.



DOWNTOWN WHEATON
ASSOCIATION

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