

TENANT OF THE MONTH



The Tenant Of The Month is a new feature offered by the Main Street Promenade which allows tenants to get to know their neighbors better and community members to familiarize themselves with retail, restaurant and professional businesses within the Main Street Promenade building.

For more information on the Tenant Of The Month, visit www.mainstreetpromenade.com



**MAIN STREET
PROMENADE**

DOWNTOWN NAPERVILLE ALLIANCE

To many, downtown Naperville is a charming destination for shopping and dining with professional businesses in the mix to add to the wide array of visitors that find themselves there regularly. This vibrant downtown community is the culmination of years of collaboration among those located in the Central Business District and now make up the Downtown Naperville Alliance (DNA).

As Executive Director of the DNA, Katie Wood is largely responsible for the many activities that occur throughout the year in downtown. While her favorite events are Hometown Holidays and Girls Weekends, Katie works towards having some sort of event downtown every four to six weeks to draw people to the variety of shops and restaurants situated near our beautiful Riverwalk.

DNA offices, part of the Naperville Area Chamber of Commerce, have been located in the Main Street Promenade since

“If you’re going to be in Downtown Naperville, you’re going to have fun!”

~ Katie Wood

February, 2004. Both organizations consider the Main Street Promenade as the business and retail hub of the downtown. The DNA’s primary objectives are to promote the downtown to a local and regional audience and to work in collaboration with the City’s Public Works and police



Katie Wood—Executive Director, Downtown Naperville Alliance

departments to keep the downtown vibrant and safe.

Attributing much of the success of the activities in downtown to the partnership with the Main Street Promenade, downtown retailers, restaurants, and professional businesses, who participate in full force, Katie notes “If you’re going to be in Downtown Naperville, you’re going to have fun!” People come downtown to shop, dine and do their business but also for Halloween Trick-or-Treat, Easter activities, the holiday tree lighting, and girls weekend in fall and in spring.

“Downtown Naperville has many big city amenities with a small town feel. We really are the city in the suburbs,” Katie says. “We have a great number of wonderful stores and restaurants. And it’s not only national

chains that really anchor and bring a lot of people here but we also have some great boutiques. It’s really that mix of the small and the large; the blend is really the strength.”

Looking ahead, the DNA will continue to work to enhance this community that we call home. When asked where she sees downtown Naperville 20 years from now, Katie says, “I predict downtown Naperville will continue to be a vibrant, beautifully appointed community that will have a strong retail/dining district with many residential developments surrounding it. I think as we’ve already seen, downtown Naperville will be the model other communities will hope to benchmark as one that has done it right!”

For more information on the Downtown Naperville Alliance, visit www.downtownnaperville.com/