

DOWNTOWN FREEPORT IN THE LOOP



April 2022



2022 SCHEDULE:

APRIL DOWNTOWN MEETINGS

Downtown Design & Placemaking
(formerly known as Beautification)

- April 12, 7:30 AM
@ Greater Freeport Partnership

Downtown Promotions Meeting

- April 14, 8 AM
@ Greater Freeport Partnership

Downtown Business & Building Owners

- May 11, 7:30 AM
Looking for a host!

Downtown Traffic Attraction Workshop

- TBD after survey responses

UPCOMING EVENTS:

- April 9
Back Country Roads Concert
- April 13
YPN @ Mort's 5-7 pm
- April 23
Pretzel Fest
- May 6
Festival District Day/Food Truck Fri.
- May 14
Opening Day of Farmer's Market
World Migratory Bird Day
- May 21
Pretzel City Winefest

Downtown Clean-up Next Week

The countywide clean-up week is scheduled for April 10-17. This is an opportunity for individuals, small groups, and families to spend time outdoors doing meaningful work to help the environment and our communities. The Partnership offers clean-up kits (bags and gloves) for anyone needing them. Kits can be picked up Monday- Friday, 8 am to 5 pm, at the Partnership office. Volunteers may place full bags of trash in a special dumpster placed in the Municipal Lot by the city for this event. We ask downtown business owners to pay close attention to the business district as well as parking lots and corridors where customers most frequent and collect any trash they may find. If you can spare a few extra hours to walk other areas of downtown, it would be much appreciated! We will be assigning other volunteers to areas of downtown as well. Please send any photos you may take as you are out!

Nominate a Neighbor who has taken extra effort to plan, clean or rehab their lawn or home exterior for Freeport Beautiful for 2022! To nominate someone, fill out a short form at greaterfreeport/freeportbeautiful



Pretzel Fest & Winefest Coming Soon!

Pretzel Fest is back for a second year on April 23 with new features and more pretzels! The event will be the last one held on the "old" Chicago Avenue between Main and Stephenson Streets before construction begins! Activities currently include a sold-out BBQ contest with people's choice award, performances by local talent and community organizations, family-friendly vendors and pretzel activities. We are very excited by the ideas and participation of downtown businesses offering pretzel-themed activities, merchandise and menu items. If you have intentions of offering something "pretzel" for the occasion, please let us know so the Partnership can help to cross promote!

Pretzel City Winefest will return on May 21 to a format similar to 2019 with retail and business locations having the option to participate and offer wine samples to attendees. The festival district is also in place for Winefest making it possible for attendees to take their sample with them as they stroll between shops. If you would like to be included in the event, please contact Katie or Nicole by April 8 so we can include you in event permits!

For a full list of events for 2022, visit greaterfreeport.com/dtbusiness

Placemaking Consulting on Chicago Avenue

The Chicago Avenue reconstruction project will revitalize the aesthetics of our downtown core and we are all excited to see it completed this year! However, we are aware that with construction comes challenges in the way we are used to doing things - just like when we remodel our homes. To help us through this process, the Partnership is consulting with All Together, a placemaking agency from Evanston, for a design and communication campaign to remind residents and visitors that downtown businesses are open and welcoming despite the construction.

The Partnership is a conduit for communication with the City, project engineer, and contractor to ensure information flows to businesses, visitors, residents and all other stakeholders during the project.

Facade Improvement Grant Now Open

The City of Freeport's Façade Improvement Grant Program is designed to provide owners of properties financial incentives to preserve, restore, and rehabilitate the exterior features of buildings located within the Downtown Tax Increment Financing (TIF) Area. Applications will be accepted through April 12, 2022. For more information and to receive an application, contact the Community and Economic Development Department at 815-235-8202.

Festival District Dates More Frequent

With even more Festival District dates on the schedule for 2022, it's important that all business owners understand how it works! On the days listed below, a patron can purchase an alcoholic beverage from a restaurant/bar within the Downtown Festival District and walk within it's boundaries to shop and explore. If you want to allow festival district patrons into your store, please stop by our office to pick-up a decal to place on your window during specified dates.

April 23 - Pretzel Fest

May 6 - First Friday

May 21 - Winefest

June 3 - Music on Chicago

July 1 - Music on Chicago

August 5 - Music on Chicago

August 27- Eats and Beats

September 2- First Friday

September 23 - Night before Brewfest

October 7 - First Friday

October 13 - Wine & Witches



Partnership Contact Information:

Executive Director - Mark Williams
mwilliams@greaterfreeport.com 815-233-1356

Design & Placemaking - Andrea Schultz Winter
awinter@greaterfreeport.com 815-233-1354

Business Engagement/Support - Bill Clow
bclow@greaterfreeport.com 815-233-1353

Events - Katie Gentz
kgentz@greaterfreeport.com 815-233-6301

Marketing/Promotion - Nicole Haas
nhaas@greaterfreeport.com 815-801-3676

