

# DOWNTOWN FREEPORT IN THE LOOP



August 2022



## 2022 SCHEDULE:

### August is for Events!

Hard to believe it is already August! With the success and crowds seen at events so far this year, we expect more of the same for our busiest event month yet to come.

Music on Chicago attendance has seen a great increase in June and July and we anticipate more of the same for August - which is usually the busiest month of the series. Gates are opening at 5 pm and music begins at 5:30 pm on August 5. August 5 is also a festival district day. We will be promoting all-day activities leading up to the event to increase foot traffic.

The biggest downtown event of the year, Cruise Night, is coming up quickly on August 13. The event brings nearly 10,000 people to the downtown area between 4-9 pm for the car show, food, vendors, contests and cruise. Streets will be closed in stages during set-up hours on August 13. Car owners and their families spend a good part of their day downtown and love to walk the streets, shop, dine and enjoy the area to pass the time.

The month of events closes with Paint the Port and Eats & Beats on August 26-27. Paint the Port invites families downtown from 4-7 pm to paint their squares downtown and Eats & Beats entertains and feeds visitors from 5-10 pm on Friday evening and 3-10 pm on Saturday. This event is another great way to encourage people to stop downtown for all there is to see and do!

### Ideas for Your Business to Benefit from Events

1. Stay Open - Events are out of normal retail hours, but expanding hours to catch early crowds is a good way to see new people.
2. Window Displays - If you aren't open, having appealing window displays is the next best thing to attract customers with beautiful colors, great lighting and a well-kept exterior.
3. Cross promote - Share information regarding events with your customers encouraging them to come downtown for all there is to see and do! Next time they may come downtown for you!

*Reminder: All meetings are open to ALL business and building owners! Please join us!*

#### AUGUST DOWNTOWN MEETINGS

##### Downtown Design & Placemaking

- August 9, 7:30 AM  
@ Greater Freeport Partnership

##### Downtown Promotions Meeting

- August 11, 8 AM  
@ Greater Freeport Partnership

##### Downtown Business & Building Owners

- September 14, 7:30 AM  
Looking for host!

#### UPCOMING EVENTS:

- August 5  
Festival District Day/Food Truck Fri.  
Music on Chicago
- August 13  
Cruise Night
- August 26  
Paint the Port
- August 26-27  
Eats & Beats
- September 23-24  
Pretzel City Brewfest Weekend

## Best First Impressions

In August, downtown will play hosts to thousands of visitors. Just as we would all clean house before guests arrive, let's approach the downtown with the same mindset. Please take time daily to pickup any trash and pull a few weeds around your business. Let's put our best foot forward to make a positive memorable impression for visitors.

## Chicago Avenue Construction Updates

Working from north to south, Chicago Avenue construction crews are diligently repairing water and sewer mains, burying utilities for a cleaner appearance and replacing sidewalks and pavement with a new streetscape! Curb and gutter have been replaced in the blocks of Douglas to Stephenson Street. Sidewalks are expected to be poured in August with hopes of a light surface of pavement to be installed after that. Once sidewalks have been reinstalled, Exchange Street can reopen to traffic until the final surfacing project later this year when the project is complete.

In August, pavement and sidewalks will be removed from Stephenson to Main Street replacing infrastructure as they go. Similar to the intersection of Stephenson Street, the crews will minimize complete closure of Main Street only when absolutely necessary. Crews have also been accommodating to keep gravel pedestrian access to open businesses. The Partnership continues to distribute weekly construction update graphics to share with customers who are coming downtown.

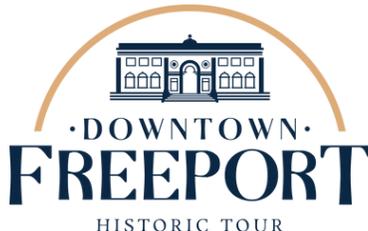
## Downtown Business Web Site

Not surprising, downtown businesses are special! That is why there is a special web site dedicated to the communication with downtown business owners and property owners. The web site includes all meeting information, schedule of upcoming events, archives of these newsletters, posters and handouts. If there is anything you need or have a question about, it is on the web site!

[greaterfreeport.com/dtbusiness](http://greaterfreeport.com/dtbusiness)

## Downtown Freeport Historic Tours

A sub-committee of the Design & Placemaking committee has been working diligently to create a Downtown Freeport Historic Tour. The self-guided tour will launch on Labor Day weekend with 4-6 properties and will use a free historic tour platform that can be accessed and promoted via GPS location data.



## 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



## Paint the Port Shopping Experience

This great family-friendly event is still happening downtown on August 26 but has had to move the location of their squares due to Chicago Avenue construction.



Squares will now be placed on Stephenson and Main Street from Chicago to Adams and on State Street from Exchange to Main. These streets will be closed to traffic on Thursday, August 25 from 7-10 am for volunteers to paint the squares, from 1-8 pm on Friday, August 26 for the event, and from 7-10 am on Saturday, August 27 for viewing.

The Partnership will be communicating via social media and event guide to advise regular shoppers on where they can park to reach their destination. We are also asking businesses if they would like to participate in a punch card program to promote shopping during the event. The punch cards will be given to Paint the Port participants and other visitors to encourage shopping during the event. To participate, please email Nicole at [nhaas@greaterfreeport.com](mailto:nhaas@greaterfreeport.com).