

DOWNTOWN FREEPORT IN THE LOOP



2022/23 SCHEDULE:

Changes for 2023

To serve downtown businesses better, we are always changing and adapting the way we communicate, prepare for promotions and host events. Utilizing feedback we have received from many downtown business stakeholders, there are a few things we plan to change in the new year.

1. Discontinuing the bi-monthly Downtown Stakeholder meetings. We understand it is hard for some to make the meeting time of the second Wednesday, every-other month and our engagement and attendance has been limited. Instead, we are hearing that it is best if we come to you directly. So, that is exactly what we plan to do! Once a quarter, Partnership staff will be visiting businesses to distribute the newsletter, answer questions and hear suggestions from you. The first visit will be sometime on the afternoon of Thursday, December 1 or Friday, December 2. If you will not be around on those dates, please contact the office and we can make arrangements for another time.
2. Creating sub-committees for many events. We have a lot of great promotions and events that have been created to bring residents and visitors downtown. With this framework in place, we would like to have more help and participation from other businesses and volunteers to help with planning and logistics. Please see the full list of committees and event descriptions at greaterfreeport.com/dtbusiness.
3. Aligning goals to Main Street Transformational Strategies. The Main Street framework provides amazing support to align our goals in design, economic vitality, promotion and organization. This vision of revitalization will be created with the feedback and input from businesses, residents, stakeholders and volunteers. (See Main Street Onboarding section for details.)

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

DECEMBER DOWNTOWN MEETINGS

- **Downtown Design & Placemaking**
December 13, 7:30 AM
@ Greater Freeport Partnership
- **Downtown Promotions**
December 15, 8:00 AM
@ Greater Freeport Partnership

UPCOMING EVENTS:

- **Ribbon Cutting: Sinnissippi Center**
524 W. Stephenson St.
December 2, 1 pm
- **Ribbon Cutting: Ian Boutique**
18 W. Stephenson St, Ste 5
December 16, Noon
- **January-February**
Post-Holiday Sales

PLEASE REVIEW THE FULL LIST OF 2023 EVENTS ON THE WEB SITE & OPT-IN FOR FUTURE EVENTS, greaterfreeport.com/dtbusiness.

Chicago Avenue Updates

Things are finishing up! Light poles have been installed with banner brackets and construction barrels and cones are being removed. The remaining section of paving between Spring and Jackson has been completed and is just waiting on striping. This should finish up construction for the year! Additional furniture will be placed in the spring. In other construction news, the contractor is finishing up the remaining ADA compliant curb and sidewalk replacements in the first week of December!

Downtown Stakeholder 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

Partnership Cash Holiday Promotion

Local shoppers and employers are once again turning to the Partnership Cash promotion to help support local spending this holiday season. As a reminder, recipients can spend Partnership Cash just as they would regular cash at a growing list of Freeport and Stephenson County businesses. There is no charge to the purchaser, user, or merchant and keeps gifting dollars supporting local businesses. Partnership Cash can be purchased at the Partnership office (110 W. Main, Freeport) in \$5 increments and can be spent at locations listed at greaterfreeport.com/partnership cash.

Merchants then return the certificates to the Partnership office to be redeemed for full value.

If your business would like to be included in this list, please contact Bill Clow for more information!

What Events Interest You for 2023?

We do our best to try to manage who wants to be in each promotion or event, but it has become extremely difficult with last minute entries and expectations! A new opt-in form is now available on the downtown business web site for businesses to plan for all of the events and promotions for the year and help us be organized for a great year!

Main Street Onboarding

Illinois Main Street will be coming to Freeport in January 2023! Early in the new year we will host downtown and community on-boarding with focused group sessions with IL Main Street staff. Please be on the lookout of further communication on dates.



A Main Street Minute...

We all know it is the best time of year to shop local. Here is one simple thing you can do to help shoppers find your business...

Claim your Google Business Profile – Make sure your business' profile on Google is claimed, completed, and up-to-date. Google Listings and updates are a free service! Pay particular attention to ensuring that your operating hours, address, and contact information are current. Why is this important? This information directly feeds into Google Search and Google Maps, two tools that shoppers use to find and select places to shop, grab a bite, and enjoy. Need help? Visit support.google.com.

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

