

DOWNTOWN FREEPORT IN THE LOOP



January/February 2022



2022 SCHEDULE:

Great Ideas Going into 2022

Several meetings have been held already in 2022 making great strides planning this year's initiatives. For complete notes on each meeting, visit the Downtown Business Owner web page at greaterfreeport.com/dtbusiness.

The promotions committee agreed on a purpose statement: The Committee strives to engage businesses and visitors to Downtown Freeport by organizing and promoting special events and initiatives for businesses, retailers and restaurants. The goal of the committee's efforts is to (1) increase sales to stores and restaurants, (2) increase traffic for future stops, (3) provide entertainment for positive quality of life for area residents. If you would like to be on the roster of this committee, please contact Nicole.

The committee also agreed on a schedule of events and promotions for 2022 which can be found on the back page of this newsletter. Additional marketing efforts are detailed for the year as well.

The Design and Placemaking committee met on January 11. The committee reviewed a draft purpose statement, committee member job description, and discussed forming task groups that would manage individual projects. Some upcoming projects are: build-out of downtown pocket park; the creation of a downtown historic tour; replacement of damaged streetscape banners; raise funds and manage seasonal downtown plantings. Interested in helping? The committee is looking to grow, please contact Andrea if you'd like to become more involved! Please see the web page for a full meeting summary.

The downtown business and building owner meeting was held virtually on Wednesday, January 12 with seven people in attendance. Partnership staff reviewed the agenda with the group and fielded questions regarding the Winter Mania Punch Card promotion and Bird City designation. A full meeting summary is available on the web site.

FEBRUARY DOWNTOWN MEETINGS

Downtown Design & Placemaking
(formerly known as Beautification)

- February 8, 7:30 AM
@ Greater Freeport Partnership

Downtown Promotions Meeting

- February 10, 8 AM
@ Greater Freeport Partnership

Downtown Business & Building Owners

- March 9, 7:30 AM
@ NJS Studios with Solutions Bank

Downtown Traffic Attraction Workshop

- March TBD

UPCOMING EVENTS:

- January 14 - February 28
Winter Mania Punch Card
Promotion
- February 3
Rise N'Shine @ Salvation Army
- March 3
Rise N'Shine @ Workforce
Connection/Homestart
- March 5
Artic Ale & Art Walk
- April 23
Pretzel Fest

2022 Event & Promotion Schedule

- **January 14 - February 28 - Downtown Winter Mania Punch Card**

This new promotion is geared to incentivize shoppers during the slower winter months with prizes for those who fill a card with 10 purchases of \$5 or more. Punch cards have already been distributed to those who were interested and prizes will be drawn on March 1.

- **March 5 - Arctic Ale & Art Walk**

This event will be similar to what was originally held in 2018. We are looking for stores who would like to host a beer/brewery and an artist. The festival district is planned to be in place. We would love to have help to plan this event!

- **March 19 - Pub Crawl**

Hosted by downtown bars.

- **April 2 or 9 TBD - Masonic Temple Fundraising Concert**

We are looking to host a concert in the spring and fall at Masonic Temple. If you are interested in helping plan these events, please contact Nicole or Cal.

- **April 22-30 Stephenson County Restaurant Week**

- **April 23 - Pretzel Fest**

Back for 2022 with new features and more pretzels! The event is being held on Chicago Avenue and hopes to feature more vendors, cultural performances and pretzel fun!

- **May 21 - Pretzel City Winefest**

Wine will be hosted in store locations and bars within the festival district. If you would like to be included in the event, please contact Katie or Nicole.

- **June 1 - Music on Chicago**

All Music on Chicago dates will be hosted in the Art Plaza similar to 2021.

- **July 3 - Music on Chicago**

- **August 5 - Music on Chicago**

- **August 12 - Sock Hop**

A subcommittee is being established to reinvigorate the Sock Hop to attract car owners the night before Cruise Night. Please contact Cal or Nicole if you are interested in helping.

- **August 13 - Cruise Night**

- **August 27 - Paint the Port**

- **August 27-28 - Eats & Beats**

- **August 28 - Lincoln Douglas Debate Commemoration**

- **September 24 - Pretzel City Brewfest**

- **October 13 - Wine & Witches**

- **October 29 - Bootiful Saturday**

- **November TBD - Masonic Temple Fundraising Concert**

- **November 19-20 - Mistletoe Walk**

- **November 25 - Small Business Saturday**

- **December 15 - Business After Hours**

Learn more about Illinois Main Street

Illinois Main Street is part of Main Street America, a national movement of individuals and organizations with a shared commitment to bring economic vitality back downtown, while celebrating their shared historic character, and bringing communities together.

The Partnership is seeking to become an Illinois Main Street-accredited community in 2022 because we understand the importance of a vibrant, prosperous core and champion its success as a catalyst for community revitalization. This focus is an increasingly important asset for communities to competitively attract and retain residents and talent within its workforce. Additional benefits for Illinois Main Street communities are access to various training, education, technical assistance, grants and special programs. We look forward to sharing more updates as we progress through the accreditation process.



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