

# DOWNTOWN FREEPORT IN THE LOOP



## 2021 SCHEDULE:

### Take your Store/Service to the Fair

The Stephenson County Fair is back this summer and looking forward to a great event of food, amusements, entertainment and agriculture. The fair brings thousands of people to Freeport for each of these events and draws a crowd that may not be familiar with your store or business.

The Greater Freeport Partnership is hosting a booth at the fair in the commercial building and would like to invite business owners to sub-lease the space (free of charge) as a way for you to market your store or business to this new, captive audience.

### Out-of-town Guests Coming to You

If you have had a chance to participate in any of our downtown business meetings, you have heard that people are paying attention to Downtown Freeport! The Partnership is currently running digital advertising, social media advertising, billboards, TV interviews, as well as all regularly scheduled events. These efforts are getting noticed by local travelers as they visit our area for outdoor recreation, shopping, dining and great events. Our weekend hotel-rate occupancy has been over 90 percent in Freeport since May not including the campgrounds and vacation rental properties. With so many new people in the area, how can you provide them the best experience?

1. **Have regular hours** - Think of your ideal customer and when they would be free to come into your store. Be open for them! Also, be sure to update your hours on your Facebook page and Google listing.
2. **Create an inviting storefront** - Window decor, sidewalk appeal and inviting lighting welcome visitors who may be walking by.
3. **Engage the Customer** - Once the customer is in your store, be sure to talk to them, ask where they are from and what brings them to town.

#### Building & Business Owner Meeting Dates:

- August 11, 7:30 AM  
@ Greater Freeport Partnership

#### Downtown Promotions Meeting

- July 8, 8 AM  
@ Partnership Office

#### Downtown Beautification Meeting

- July 9, 7:30 AM  
@ Partnership Office

#### Business After Hours

- July 22, 5-7 PM  
Pretzel City Crossfit/Top Notch Tonsor

#### Upcoming Events:

- July 1-3  
Stroll the Street Sales
- July 2  
Music on Chicago @ Art Plaza
- August 5-8  
Stroll the Street Sales
- August 6  
Music on Chicago @ Art Plaza
- August 14  
Cruise Night

## Downtown Placemaking & Beautification

### Next Meeting:

Please mark your calendars: our next *Beautification Committee* is scheduled for *Friday, July 9th, 7:30 am* the Partnership office (110 W. Main).

At our last meeting the committee walked throughout downtown with City staff to discuss issues. From discussions, Partnership staff is in process of locating and auditing the pretzel bike racks with a goal of getting the racks refinished. Staff is also looking at vacant tree wells to understand which wells need to be re-mulched.

Thank you to Deininger Floral for watering of flower baskets and planters throughout the downtown. Again, thank you to all who donated to fund this effort.

The Partnership has received an additional grant for \$5,000 from the National Association of REALTORS for the pocket park on Stephenson Street and is waiting on the status of other grant applications.

We are seeking individuals/groups to volunteer in the *Stephenson County Clean-up*, occurring July 9-18th. Please visit our Facebook page for more details. We appreciate all volunteers!

As we head into the summer, weeds continue to be an issue in downtown. Please take a minute to pull or spray what you can. It will take everyone working together to make a noticeable impact.

The Freeport Beautiful Campaign has begun. The program will highlight property owners who have recently reinvested in their property or put in a large amount of time and effort to make a positive visual impact. The goal of the program is to positively reinforce beautiful, clean homes and spaces in Freeport and build community pride. Property owners will be given a yard sign to recognize their efforts and a posting on social media. If we have multiple nominations, we will feature all photos in one weekly post.

Nominations can be made at [greaterfreeport.com/beautiful](http://greaterfreeport.com/beautiful).



## Festival District Explanation

We are half-way through the inaugural year of the Freeport Festival District with three more dates to go! While this concept is catching some traction, many of our residents and visitors are still grasping the concept and what is allowed. Here are a few quick tips.

- Open containers are allowed to leave five licensed bars/restaurants downtown with marked cups on designated days.
- Patrons are encouraged to browse stores and stroll downtown with their beverage.
- Stores must post the opt-in sign in their windows to allow patrons inside.

Continue to follow the Greater Freeport Partnership social media posts for more explanation as the next date comes closer.

### Next Festival District Dates:

**August 28**  
Eats & Beats

**September 11**  
Luecke's 100  
Anniversary

**October 14**  
Wine & Witches



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