

# DOWNTOWN FREEPORT IN THE LOOP



## 2023 SCHEDULE:

### Main Street Strategies Meeting

On March 15 & 16, a representative from Illinois Main Street and National Main Street will be in Freeport to facilitate community engagement and focus group sessions. Your participation is wanted! An agenda and invitation will be forthcoming and available on [greaterfreeport.com/development/mainstreet/](https://greaterfreeport.com/development/mainstreet/)

At these sessions, Main Street staffers will ask about your perception of the downtown district's strengths and weakness and your vision for our core. This qualitative data will be coupled with market data to help formulate a transformational revitalization strategy for our downtown district.

We are also asking anyone in the community to fill out our 10 minute survey of the perceptions and vision for downtown. Please encourage your clients and customers to participate in the survey! We need at least 200 responses to get a good sample, but would love to have SO many more!

The public can participate by using the QR code below. Block captains will also be bringing around postcards when they bring around this newsletter for you to encourage your staff and customers. This input is vital to our vision to move forward.



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

#### MARCH DOWNTOWN MEETINGS

- **Downtown Promotions**  
March 2, 8:00 AM  
Greater Freeport Partnership
- **Downtown Design & Placemaking**  
March meeting canceled due to MS workshops. Update via email.
- **Main Street Transformational Strategies**  
March 15 & 16  
Greater Freeport Partnership

#### UPCOMING EVENTS:

- **Rise n' Shine**  
Freeport Public Library  
March 2 7:30 am
- **Vintage Shop Hop**  
March 3-4
- **Usual Suspects**  
March 18
- **Pretzel Fest**  
April 22
- **Freeport First Friday**  
May 5
- **Mother's Day Promotion**  
May 9-14

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

## Results from 2023 Promotions

We have had a lot going on in just the first two months of the year for downtown. Here are some results to share:

- Post-Holiday Sale paid social promotion: 15,000 impressions on Facebook and Instagram for 8 businesses
- Souper Friday: 61 paid attendees and 7 participating businesses and non-profits
- Valentine's Day paid social promotion: 18,530 impressions on Facebook and Instagram for 12 businesses
- Arctic Ale & Art Walk: 400 cups given to attendees



## Pretzel Fest

Our next big downtown event is Pretzel Fest! This year's event chair is Aubra Palermo and she is working on some great new ideas for this year. We will welcome back the BBQ competition with people's choice, pretzel vendors (whether food or school district), great demonstrations in the stage area and more. If you have ideas or would like to help with the event on April 22, please contact Aubra. Pretzel Fest celebrates the Pretzel City on the Saturday closest to National Pretzel Day, April 26.

[Aubra@Aubrarealtor.com](mailto:Aubra@Aubrarealtor.com)



## Volunteer Needed

With the improvements to Chicago Avenue and Freeport First Friday Festival District dates, we truly have an entertainment district! We are looking for a volunteer who can help set up vendors, entertainment and coordinate with businesses for the first Friday of May-October. Please contact Nicole!

## Usual Suspects Concert

Our spring fundraising concert is coming up quickly and we are happy to welcome Usual Suspects to the Masonic Ballroom! Funds raised from this concert will be used for placemaking efforts in downtown – meaning spring plantings, hanging baskets, and help with weed and litter control. Please contact Cal Wescott, chair of the concert committee, about sponsorship and other concert logistics. General admission tickets can be purchased for \$20 at the Partnership office, Rite-way Furniture or on Eventbrite online. VIP tables of 8 can be purchased at the Partnership office or through Eventbrite. Please encourage your clients and customers to attend as all proceeds will benefit our beautiful downtown!



USUAL SUSPECTS

SATURDAY, MARCH 18

GENERAL ADMISSION TICKETS ARE \$20 OR \$200 VIP TABLE  
CAN BE PURCHASED AT PARTNERSHIP AND RITEWAY FURNITURE  
OR [GREATERFREEPORT.COM/EVENTS](http://GREATERFREEPORT.COM/EVENTS)

FUNDRAISING CONCERT FOR DOWNTOWN PLACEMAKING

## Partnership Contact Information:

Executive Director - Mark Williams  
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