

DOWNTOWN FREEPORT IN THE LOOP



November 2022



2022 SCHEDULE:

Please Come to Our Meetings!

You don't have to be a retail business to be a part of the downtown business owner meetings! All business and building owners, employees and community members are invited to be a part of the great work that is happening Downtown Freeport.

The engagement we receive from each of you is what drives the decisions we make and the actions we are able to plan. Zoom meeting links to any meeting are available upon request and we are happy to accommodate other requests for information. All meetings are listed in the sidebar on the right and future meetings are scheduled as follows:

- Design & Placemaking on the second Tuesday of each month. This committee is concerned with the aesthetic features of the downtown and how it can improve the walkability and visitor experience.
- Promotions Committee is the second Thursday of each month. This committee plans the various downtown events and offers ideas to benefit the marketing of the downtown.
- Business & Building Owner Meetings are bi-monthly on the second Wednesday of the month. These meetings include updates from the City of Freeport and other stakeholders discussing overall initiatives and concerns for businesses downtown.

Each meeting has a niche focus as well as opportunities for service and input. A full listing of meetings and events for 2023 can be found at greaterfreeport.com/dtbusiness.

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

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

NOVEMBER DOWNTOWN MEETINGS

Downtown Design & Placemaking

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

Downtown Building & Business Owner

- November 9, 7:30 AM
@ Quiet Souls (2nd Floor FA Read)

Downtown Promotions

- November 10, 8:00 AM
@ Greater Freeport Partnership

UPCOMING EVENTS:

- November 19-20
Mistletoe Walk
- November 26
Small Business Saturday

PLEASE REVIEW THE FULL LIST OF 2023 EVENTS ON THE WEB SITE.

Chicago Avenue Updates

We are nearing completion! As of October 29, the street and all intersection are open from Douglas to Main Street. Work continues from Spring to Jackson to tie in the remaining water/sewer infrastructure. Light poles are delayed due to supply chain issues but hope to still be installed by the end of November. Thank you all for your support and cooperation to make the Chicago Avenue Streetscape Project such an unbelievable success!

Upcoming Event Details

Window Decorating - If you would like to enter the holiday window decorating contest, please tell Katie by November 7. All windows must be complete for judging by November 14.

Mistletoe Walk November 19-20 - The Hero Tree lighting will be Sunday at noon and the Partnership will arrange for live music Sunday as well. Anthony Hord and the Pretzel City Strummers Live will be performing on Sunday.

Help Wanted!

We have heard several of you comment about the desire for a trolley or other special transportation. We have not been able to find a reasonable vendor who can accommodate us for the event. If you have contacts or ideas for a trolley/horse carriage or other vendor, please contact Katie! Also, if you have entertainment or other special features you are planning to offer on Saturday or Sunday please let us know! We are happy to highlight anything that can encourage shoppers to attend on either day.

Again the *suggested hours for Mistletoe Walk* are Saturday from 10 am to 4 pm and Sunday from noon to 4 pm. These are the advertised hours for the event that shoppers will be planning to attend and find stores open.

Small Business Saturday - November 25 - The Saturday following Thanksgiving has been dedicated to small business shopping by a number of national retail groups. The Partnership has again been designated a Small Business Champion by American Express and has a number of Small Business promotional items available to anyone who is interested in having them for their customers.

Main Street Onboarding

Illinois Main Street will be meeting with Partnership staff, Tuesday, November 8 for training and onboarding. Andrea is currently working with IMS to finalize dates of Partnership boarding training and downtown/community onboarding and focus group sessions. Please be on the lookout of further communication on dates.

A Main Street Minute...

Below are items that will be covered in downtown/community focus groups.

- The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy.
- A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.
- A revitalization program's work – and its Transformation Strategies – need to be informed by a solid understanding of local and regional market data, and sustained and inclusive community engagement.

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!

Partnership Contact Information:

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