

DOWNTOWN FREEPORT IN THE LOOP



September 2022



Pretzel City Brewfest & Other Events

In case you haven't heard, Pretzel City Brewfest has received an upgrade! Rather than just bringing visitors to town for the afternoon of the event, we are inviting guests to stay for the weekend with a weekend full of activities to add to their itineraries.

Friday evening, September 23 is a Festival District day and we are encouraging "brewfesters" to come into town early to pick-up their gear and enjoy a night of fun in Downtown Freeport. Even if you can't remain open for these visitors, be sure to have well-lit, inviting windows so they stop back to see you on Saturday morning.

The Brewfest main event doesn't begin until noon on Saturday, September 24, which leaves plenty of time for attendees to walk through downtown to shop, eat, and enjoy the sights! Consider placing signage in the windows welcoming them to town and inviting them to stop in. Similarly, if attendees decide to stay on Saturday night as well, they will be in the area for breakfast the next morning. After receiving a grant for Tourism Festivals, the Partnership will be offering transportation from dedicated points (hotels and other points of interest) throughout the weekend to ensure the safety of all guests.

In addition to Pretzel City Brewfest, don't forget about the additional guests in the area for the Northwest Illinois Air Show on September 17!

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

2022 SCHEDULE:

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

SEPTEMBER DOWNTOWN MEETINGS

Downtown Promotions Meeting

- September 8, 8 AM
@ Greater Freeport Partnership

Downtown Design & Placemaking

- September 13, 7:30 AM
@ Greater Freeport Partnership

Downtown Business & Building Owners

- September 14, 7:30 AM
Quiet Souls (2nd floor FA Read)

UPCOMING EVENTS:

- September 23-24
Pretzel City Brewfest Weekend
- October 13
Wine & Witches
- October 27
Partnership Annual Dinner
- October 29
Bootiful Saturday
- November 19-20
Mistletoe Walk

Chicago Avenue Construction Updates

While it may seem like the construction has been going on for an extended amount of time, it has actually been less than three months since the beginning of the Chicago Avenue Streetscape Project. This is little consolation to those who are dealing with daily inconveniences, but please continue to see the beauty that will emerge after the construction is completed! We are halfway to completion of what will be a beautiful, enviable streetscape and arts corridor! In the meantime:

- Provide your customers and clients with information on the positive impact of the project and where they can park in free, city parking lots.
- Share the weekly graphics that are created to help the public understand the project and its positive effects.
- Embrace the changes in your social media and marketing messages.

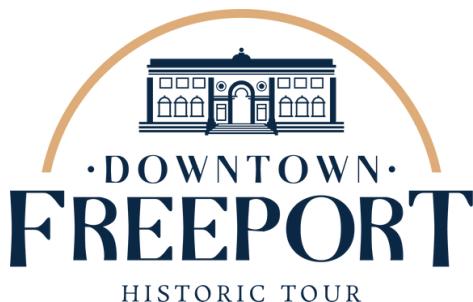


Downtown Freeport Historic Tours

A sub-committee of the Design & Placemaking committee has been working diligently to create a Downtown Freeport Historic Tour. The self-guided tour launched on Labor Day weekend with three properties and uses a free historic tour platform, theclio.com, that can be accessed and promoted via GPS location data.

Freeport is a beautiful demonstration of historic architecture and relevant historical context. Using theclio.com, visitors and guests can locate and learn about several structures in Downtown Freeport and their significance to our area. You are welcome and encouraged to take the tour yourself as your curiosity allows and promote it to others who may stop into your place of business.

If you are interested in adding your building to the list of stops on the Historical Tour, please contact Andrea Schultz Winter, Cal Wescott or Erik Zuberbuhler for more information.



Fall Clean-up

Just because the summer is winding down does not mean that our efforts in beautification and placemaking are less of a priority! We welcome and encourage the efforts of downtown businesses, organizations and volunteer groups to help pick-up trash, pull weeds, and place mulch where it is needed around downtown Freeport.

The fall event for the Stephenson County Clean-up is scheduled for September 25-October 1. If you or someone you know is interested in volunteering their efforts to benefit the aesthetic beauty of our area, please contact Katie at kgentz@greaterfreeport.com to report in on areas you are considering or to pick-up supplies. In addition to offering supplies, the Partnership will also serve as a disposal stop for any bags collected.



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