

# DOWNTOWN FREEPORT IN THE LOOP



May 2021



## 2021 SCHEDULE:

### Stroll the Street Sales

The Partnership has submitted a permit to the City of Freeport for downtown businesses to place merchandise displays on the sidewalk the first weekend of each month. The permit has been granted for Thursday-Sunday for the designated weeks May-October. While the permit allows businesses to put displays on those streets on those days, it does not mean that all businesses have to participate on all days. Businesses can decide if and when they want to take advantage of the opportunity - if at all!

The sidewalk sales each month are being promoted as "Stroll the Street Sales" as there was a suggestion by businesses to change the name to alert shoppers that there is more merchandise inside the stores beyond the sidewalk. A reoccurring Facebook event has been created on the Partnership page for each event date. Downtown businesses have been invited to co-host the event and place their information on the page. If you do not see the invitation to co-host, please alert Katie Gentz to be added.

### Festival District Signs

The first festival district day, April 24, went well as far as everyone has reported! If you had any issues in your business, alert the City so it can be addressed for future events. The next festival district day is May 22 - Pretzel City Winefest followed by June 4 - Music on Chicago. If you do not have a festival district opt-in sign for your door and would like one, please stop by the Partnership office and we would be happy to provide one.



#### Building & Business Owner Meeting Dates:

- June 16, 7:30 AM  
@ Deinger Floral

#### Business Education Series:

- May 27  
COVID-19 Business Strategies

#### Upcoming Events:

- May 6-9  
Stroll the Street Sales
- May 7  
First Friday Food Truck
- May 8  
Migratory Bird Day
- May 8  
1st Day Farmer's Market
- May 22  
Pretzel City Winefest
- June 3-6  
Stroll the Street Sales
- June 4  
Music on Chicago @ Art Plaza
- July 2  
Music on Chicago @ Art Plaza

## Downtown Placemaking & Beautification

We are fundraising for seasonal planting and maintenance through the summer months. Flowers will be planted in hanging baskets and ground planters. Currently, we have raised over \$1,500.00, surpassing our \$1,000 goal. We are still accepting donations as surplus funds will go towards summer help to weed throughout downtown and/or planting for next year. Checks can be addressed to Greater Freeport Partnership.

### Thank you to all the businesses and individuals who have donated:

- Exchange Street Printery
- Freeport Garden Club
- Generations Boutique
- Scott & Lannie Lehman
- Sophia's Boutique
- Rite-Way Furniture & Appliance
- Twice As Nice Consignments
- Stan & Meg Zuravel

**Next Beautification Committee Meeting is Friday, May 14th, 7:30 am** at the Partnership Office or via Zoom. All are welcome! Please contact Andrea Schultz Winter for Zoom meeting information.

### Block Captains

We would like to thank Cal Wescott, Dennis Rinkenberger and Brooke Deininger who have stepped up to be block captains and we are still looking for a few others. What does it take to become a block captain?

1. Distribute information to business and building owners in the assigned area on a monthly (or as needed) basis.
2. Be aware of timely news that is included in the newsletter and discussed at bi-monthly meetings to help answer any questions.

3. Invite business owners to attend meetings and encourage them to be engaged in promotions and our downtown community.

4. Periodically, collect current contact information.

5. Collect feedback from business owners on any issues they are having and relay it back to Partnership staff as necessary. If you would like more information about becoming a block captain please contact Katie Gentz.

### Clean-up Week

Thank you to more than 160 volunteers who logged hundreds of hours cleaning up downtown and other areas of the city and county. While the week-long clean-up effort was fantastic, the wind continues to blow trash and debris to different areas of downtown. Please continue to pickup any trash you see around your businesses and other areas of town, Another coordinated clean-up event will be planned in the summer months.



## Pretzel City Winefest

Pretzel City Winefest will look a little different this year due to COVID restrictions on event permits, but we are determined to make it the best event possible! We have over 100 tickets purchased as of May 4 and event promotion is just ramping up for sales so we are confident we will get a good turnout. Using the City's festival district, attendees are being directed to get their wine from the five participating bars downtown and then take their plastic glass around to shop. Attendees will be given a pocket card when they receive their wine full of sales and promotions that are being held at each businesses. It could be a drawing for merchandise, discounts on a certain item, or limited time offers. The goal is to drive traffic into stores after guests have received their wine from each location.



## Partnership Contact Information:

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