

DOWNTOWN FREEPORT IN THE LOOP



June 2021



2021 SCHEDULE:

Design Tips for Your Retail Storefront

First impressions count, and with your retail storefront, this is the one time you do want people to judge a book by its cover. As well as competing on customer experience, stores are now competing just to get people's attention.

Merchandising and retail design are a key part of retail management strategies. In this article, we explore retail storefront design tips that will help you engage customers, increase foot traffic, and most importantly, boost sales.

- Use words and quotes - Use clear window space to write sentences, words, or quotes that will appeal to passersby. With a couple of chalk pens, it's an inexpensive, space-saving, and eye-catching way to draw people's attention.
- Employ a theme - An intentional and obvious theme helps tie the whole scene together and allows you to use merchandising techniques to situate several related products together in the storefront window.
- Light it up - Adding lights to your storefront display is a great way to highlight your products and retailer promotions, but lighting can also be used creatively to draw attention to your store. Rope fairy lights can create a rustic, boutique-y ambiance, while spotlights allow you to highlight certain merchandise.
- Add your style in signage - Signage gives you a chance to showcase your store's branding and personality, but attractive signage also leaves an impact on customers. If your signs are unique and recognizable, they'll be more memorable.
- Add QR codes to your store window - When customers scan the code with their phone camera, they can access additional information you want to give them. This gives the customer a better retail experience, especially if they don't have time to enter your store at the moment.

Source: *The Motley Fool*

Building & Business Owner Meeting Dates:

- June 16, 7:30 AM
@ Deinger Floral

Downtown Promotions Meeting

- June 10, 8 AM
@ Partnership Office
110 W. Main St

Business Education Series:

- June 24
COVID-19 Business Strategies

Upcoming Events:

- June 3-6
Stroll the Street Sales
- June 4
Music on Chicago @ Art Plaza
- 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

Downtown Placemaking & Beautification

Next Meeting:

The next meeting for the Beautification Committee is scheduled for Friday, June 11 at 7:30 am. The group will be completing it's quarterly walk-around with Freeport city staff. We will leave from the Partnership office (110 W. Main) at 7:30 am.

Thank you to all businesses who donated to downtown flower baskets and to Deininger Floral for getting them all installed.

The Partnership received a grant for \$2,500 for the pocket park on Stephenson Street and is waiting on the status of other grant applications.

We are seeking volunteers to assist in a wayfinding audit around Freeport. Work would entail driving along corridors, taking pictures, and marking them on a map.

The next clean-up date is slated for the end of July. This will be another week-long event. We have amassed a great group of ladies that clean up every Thursday in Freeport. We appreciate all they and other volunteers are doing! Weeds continue to be an issue in downtown. Please take a minute to pull or spray what you can.



The Freeport Beautiful Campaign is restarting. We are reinvigorating a previous program that 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 by promoting their efforts with a sign of recognition and a photo on social media. If we have multiple nominations, we will feature all photos in one weekly post. Examples of properties to be nominated would include beautiful flower gardens, new landscaping, extra care in maintenance, new paint or exterior, property clean up, etc. Nominations can be made at greaterfreeport.com/beautiful.



Music on Chicago

We are all very excited to have the opportunity to feature Music on Chicago as the first event in the new Art Plaza! June's event will be held on a festival district day and open containers will be allowed downtown and into stores. Please be sure to hang your festival district sign in the window or door if you are permitting patrons with open containers into your establishment. The event will be open from 5-10 pm in June and July and return to the original time of 5:30-11 for August. All three Music on Chicago dates have been confirmed for the Art Plaza in 2021. We hope you will join us in welcoming guests!



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