Downtown Promotions Committee

May 12, 2022 8 am

Committee Purpose Statement: The Greater Freeport Partnership Downtown Promotions Committee strives to engage businesses and visitors to Downtown Freeport by organizing and promoting special events and initiatives for businesses, retailers and restaurants. The goal of the committee’s efforts is to (1) increase sales to stores and restaurants, (2) increase traffic for future stops, (3) provide entertainment for positive quality of life for area residents

In attendance:

1. Chicago Ave Reconstruction
   1. All Together Campaign
2. Review of Annual Event list (FYI)
3. Pretzel Fest Recap
   1. Host desk
4. Pretzel City Winefest
5. First Friday Promotions
6. Cross-promotion with Farmer’s Market
7. Downtown Survey Results
8. Sound system Update

Action Items:

Next Meeting Date: June 9, 2022 8 am at the Partnership