

DOWNTOWN FREEPORT IN THE LOOP



2023 SCHEDULE:

Using the Right Stuff

The new sidewalks and stamped concrete are a great addition to our downtown! However, they require extra caution to care for them to keep them looking their best.

Please use the following tips when caring for the stamped concrete.

- DO NOT USE SALT or any product that contains magnesium chloride.
- Instead please use a salt substitute such as sand and shovel as much as possible.

If you would like to request more salt substitute, contact Tiffany at the Street Department at 815-235-8210.

These care instructions only pertain to the Chicago Avenue corridor.



Souper Friday Returns

Thanks to all of the businesses who have stepped up to host Souper Friday after a few years of hiatus. A non-profit business has been chosen to help to serve the soup in each location. Downtown will welcome the general public and those who work downtown to purchase a \$5 wristband and try a soup sample from participating

businesses. Samplers will be instructed to vote for their favorite soup and the winning non-profit will be given prize money from the entry fees. Please stop into participating businesses on Friday, February 10 and encourage your shoppers and employees as well!



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

JANUARY DOWNTOWN MEETINGS

- **Downtown Design & Placemaking**
January 10, 7:30 AM
@ Greater Freeport Partnership
- **Downtown Promotions**
January 12, 8:00 AM
@ Greater Freeport Partnership

UPCOMING EVENTS:

- **Ribbon Cutting: PNK Fashion/Eileen's Gems**
222 W. Stephenson St.
January 12, 4 pm
- **Ribbon Cutting: Ian Boutique**
FA Read Center
January 20, noon
- **Post-Holiday Sales**
January 25-28
- **Souper Friday**
February 10
- **Arctic Ale & Art Walk**
February 25

greaterfreeport.com/dtbusiness

Arctic Ale & Art Walk

Arctic Ale & Art Walk will return as the first event in 2023 on February 25. Those stores who have turned in their opt-in sheet and marked their interest for Arctic Ale will be contacted with more information regarding local artists and beer for sampling. Event marketing will begin soon featuring the participating locations and details on what attendees can expect.



Snowmen are Back!

The winter months can get dreary once all of the decorations are taken down. The Partnership has worked with CareerTec again to cut and paint snowmen to be decorated and hung throughout downtown. Snowmen are free for pickup and must be returned to the Partnership office by January 27 to be hung. The public will be able to vote on their favorite snowman and the winner will receive \$100. Any business, non-profit, or family can pick up a snowman and decorate for a chance to win!

Post-Holiday Sales

The rush of holiday sales may have ended, but we are still encouraging shoppers to find retail therapy by visiting local businesses to spend gift cards, check out new merchandise or just get out of the house and enjoy some time with others. Stores who have indicated their interest in the Post-Holiday Sale will need to provide a graphic (Sized Facebook & Instagram Story) to Nicole by Thursday, January 19. All graphics will be shared as part of a themed story and event to promote multiple locations to stop and shop from January 25-28.



Main Street Onboarding

Illinois Main Street will be coming to Freeport in February or March! Early in the new year we will host downtown and community onboarding with focused group sessions with IL Main Street staff. Please be on the lookout of further communication on dates.



Event Chairs

As you may remember from our December newsletter article, we are hoping to structure our committees a little differently in 2023 to have subcommittees for both promotions and placemaking efforts. We are very excited to welcome the new ideas and efforts of caring committee members. Thank you to the following people who have stepped up to help in the following areas and events:

Design & Placemaking

- Beautification/Streetscape Furniture/Signage - Devin Mielke
- Facade Improvement - Cal Wescott
- Public Art & Placemaking - Andrea Schultz Winter
- Historic Tour - Erik Zuberbuhler

Events

- Arctic Ale & Art Walk - Jaime Elliott
- Fundraising Concert - Cal Wescott
- Pretzel Fest - Aubra Palermo
- Pretzel City Winefest - Sarah Raymond
- Wine & Witches - Angie Spachman & Ginger Mercier

These chairs will be the Partnership's point of contact for each event or initiative but will be looking for other help to make each a success!

Partnership Contact Information:

Executive Director - Mark Williams
mwilliams@greaterfreeport.com 815-233-1356

Design & Placemaking - Andrea Schultz Winter
awinter@greaterfreeport.com 815-233-1354

Business Engagement/Support - Bill Clow
bclow@greaterfreeport.com 815-233-1353

Events - Katie Gentz
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Marketing/Promotion - Nicole Haas
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