

DOWNTOWN FREEPORT IN THE LOOP



So Many Great August Events

Hard to believe it is already August! With the success and crowds seen at events so far this year, we expect more of the same for our busiest event month yet to come. Music on Chicago is wrapping up the summer music season with the final performance by Boogie & the Yo-yo on August 4. Gates are opening at 5 pm and music begins at 5:30 pm with DJ Cup. August 4 is also a festival district day.

The biggest downtown event of the year, Cruise Night, is coming up quickly on August 12. The event brings nearly 10,000 people to the downtown area between 4-9 pm for the car show, food, vendors, contests and cruise. Streets will be closed in stages during set-up hours on August 12. Car owners and their families spend a good part of their day downtown and love to walk the streets, shop, dine and enjoy the area to pass the time. Please consider being open to welcome these great visitors!

The month of events closes with Paint the Port and Eats & Beats on August 25-26. Paint the Port invites families downtown from 4-8 pm to paint their squares downtown, and Eats & Beats entertains and feeds visitors from 5-10 pm on Friday evening and 3-10 pm on Saturday. This event is another great way to encourage people to stop downtown for all there is to see and do!

Leadership Transition

The Greater Freeport Partnership continues to evolve and grow as an organization to meet the needs of our members and communities in Freeport, Stephenson County, and regionally.

Partnership Executive Director Mark Williams' last day will be September 15th as he has accepted a new position closer to family. Andrea Schultz Winter will assume the role of interim executive director for the Partnership.

2023 SCHEDULE:

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

AUGUST DOWNTOWN MEETINGS:

- **Downtown Promotions**
August 8, 7:30 AM, Partnership Office
- **Design and Placemaking**
August 10, 8 AM, Partnership Office

UPCOMING EVENTS:

- **Music on Chicago & Festival District**
August 4
- **Cruise Night**
August 12
- **Paint the Port**
August 25
- **Eats & Beats**
August 25-26
- **Festival District**
September 1
- **Pretzel City Brewfest**
September 24
- **Festival District**
October 6
- **Wine & Witches & Festival District**
October 12

greaterfreeport.com/dtbusiness

MADDMEN Fundraising Concert

Our fall fundraising concert is coming up quickly and we are happy to welcome MADDMEN to the Masonic Ballroom! Funds raised from this concert will be used for placemaking efforts in downtown – including spring plantings, hanging baskets, and help with weed and litter control. Please contact Cal Wescott, chair of the concert committee, about sponsorship and other concert logistics. General admission tickets can be purchased for \$20 at the Partnership office, Rite-way Furniture or on Eventbrite online. VIP tables of 8 can be purchased at the Partnership office or through Eventbrite. Please encourage your clients and customers to attend as all proceeds will benefit our beautiful downtown!

Welcoming Downtown Visitors

With all of the events in August and September, there are so many great ways to get the event-goers into your store! Here are a few suggestions:

- Adjust business hours to accommodate the influx of visitors to downtown.
- Place signage, flowers and other items outside your door during events to let attendees know that you are open.
- Finally, cross-promote with other local stores to help visitors navigate to businesses who may be open during events. You can utilize the Downtown Freeport Shopping rack card or the August/September coupon page as tools for cross-promotion. Contact the Partnership office or your block captains to have either of these tools dropped off to you.

Rediscover Your Downtown

Events and promotions are great, but we want to make sure we are also drawing people to Downtown Freeport who are looking for a great shopping, dining and entertainment destination - anytime! Using the Chicago Avenue Streetscape completion as a catalyst, we have launched the Rediscover Your Downtown campaign to entice visitors within 50 miles of Freeport to make the trip and see all that has changed and improved since their last visit. This multi-channel campaign features a billboard, print advertisements and a social media campaign targeting "local" visitors to return to downtown for the businesses, restaurants and amenities that exist for their trip or stay on any day. We are excited to promote downtown in its entirety through this campaign!

Festival District Days

August 4 – Music on Chicago

August 26 – Eats & Beats

Sept 1 – First Friday Festival District

October 6 – First Friday Festival District

October 12 – Wine & Witches



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