

# 2008 Annual Report Freeport Downtown Development



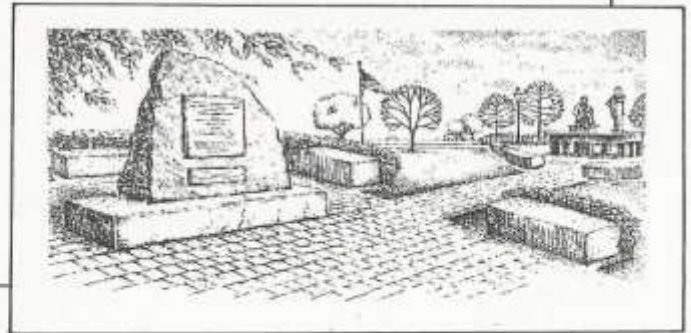
A partnership for the future, community oriented and implementation focused.

27 W. Stephenson St.  
Freeport, IL 61032  
(815) 232-9000



# LINCOLN-DOUGLAS Debate

Freeport, Il. • 1858



B. FACKLAM

## Message from the President

Our staff and board members have been busy during 2008. Our various committees have worked hard to bring more people downtown, keep the downtown clean and inviting, and to learn about and solve issues by collaborating with the city and other organizations—all dedicated to keeping downtown Freeport a visible place to live, work, shop and play.

Cal Wescott



## MISSION STATEMENT

Freeport Downtown Development, a partnership for the future, is a non-profit corporation committed to the ongoing enhancement of business, facilities, infrastructure, real estate, neighborhoods, and environment of the city's central district, thereby growing the economic base, improving the quality of life and promoting the entire Freeport downtown community.

## 2008 Board of Directors

Cal Wescott - President

Owner – Rite-Way Furniture & Appliance

Aubra Palermo – Treasurer

Owner – Prudential Midwest Realtors

Jami Spelman - Vice President

Manager, Lindo Theatre

Jim Graham – Secretary

Vice Chairman, Stephenson County Board

Elizabeth Allen-Smith – Owner, Dragon Popcorn

Ryan Becker – Stewart & Associates, Inc.

John Blum – Stephenson County Board Chairman

Marg Blum – Owner, Merle Norman Cosmetic Studios

Craig Deininger – Owner, Deininger Floral Shop

George Gaulrapp – Mayor, City of Freeport,

Bill Green – Owner, Applied Solutions

Carole Dickerson – Executive Director, Freeport Public Library

Kim Grimes, Executive Director, Chamber of Commerce

Shelly Griswold – City of Freeport, Community Development

Sally McMahon – Owner, ABC Advertising

Brenda Myers – Owner, 9 East Coffee

Terri Reid – CEO, Reid and Associates

Connie Sorn – Executive Director,

Freeport/Stephenson Visitors Bureau

## Staff:

Quentin Davis – Executive Director

Missy Dean – Programs Coordinator

## *Committees w/ Chairperson*

Promotions – Marg Blum  
Maintenance & Beautification – Cal Wescott  
Nominations – Connie Sorn  
Investors/Funding—Bill Green/Matt Arn



## *Special task committees w/ Chairperson*

Teng Report Update – Jim Graham  
Downtown Business Startup Checklist – Brenda Myers



## *Current Annual Fundraisers*

Souper Friday—May  
Music on Chicago—June, July August, September  
Chili Friday—October  
Mistletoe Walk—November  
Holiday Raffle—December

## *Special Events—2008*

Cruise Night Raffle Ticket Sales  
Lincoln-Douglas Sesquicentennial Food Booth



## *Ongoing & Recent Projects arranged by FDDF*

Arrange for annual flowers to be planted  
Work with volunteers that manage the community service workers, to keep downtown clean.  
Maintain the benches, put them out/in for winter storage.  
Updated the downtown speaker system.. Seasonal music plays daily.  
Work with the city on maintaining the Christmas lights/bulbs (refurbished the decorations in 2007).  
Arranged to have some brick pavers removed and replaced (Scout project)  
Arranged to have large concrete planters cleaned (split cost with the city)  
Worked with Convention & Visitors Bureau to create Historic Downtown Kiosk  
Collaborated with Freeport Beautification Association.  
Produce and distribute four Downtown Updates  
Issue and reimburse merchants for Downtown Dollars.



## *Special Projects and Services -2008*

Downtown Street Banner Sales  
Downtown Speaker System Advertising Spots  
Wayfaring Signage placed along entrances to the city, directing to downtown attractions.  
Marketing Tri-fold with downtown map directory  
Web site development—[www.freeportdown.com](http://www.freeportdown.com)  
Assisting Property Owners with Façade Grant Applications  
Freeport/Stephenson Convention & Visitors Bureau Wall Kiosk Advertising Sales  
Downtown Store Coupon Sheet  
Planted Perennial Plants along Van Buren and Exchange (by Community Foundation Grant)

## *Projects Completed in the past 5 years in conjunction with the City, using TIF funds.*

Removal of Stephenson/Exchange Street Canopies

Fire escapes in place on Exchange

New Exchange Street building roof drainage connections to storm sewer

Major sidewalk repairs (over \$200,000)

Remove and replace municipal parking lot fence

Façade Improvements

- Inky Printers
- The Landmark Restaurant
- The Trend Room
- FA Read Center – Exchange St.
- Realtor Association of Northwest Illinois
- Shockey & Cox, LLC



## *Relationships with other Organizations*

We have mutually beneficial relationships with the following:

City of Freeport (Administration, Public Works, Street Depart. and Community Development Department)

Freeport Chamber of Commerce

Freeport/Stephenson Convention & Visitors Bureau

Freeport Park District

Freeport Beautification Association

Stephenson County

Neighborhood Housing Services

NIDA – Northern Illinois Development Alliance

Freeport Community Foundation



## *Volunteer Organizations we serve on :*

Vision 20/20 CRAC – Commercial Revitalization Action Committee

Rawleigh Redevelopment Collaborative Team

NIDA

## *Finances*

Our Funding Sources for the year included:

Income from our fundraisers

City TIF funds designated to FDDF

SBA reimbursement grant (expires 9/30/2009)

Our starting and ending fund balances:

Starting on 10/1/07 - \$36,533

Ending on 9/30/08 - \$59,529

Our monthly financial statements are prepared by Freitag & Associates.



## *Retail Activity*

*New Businesses*

Welcome to the 8 new businesses in 2008!!

R. Bells -218 W. Stephenson

**King's Café** – 222 W. Stephenson

One More Row – 15 S. Chicago

El Macho Taco – 21 Spring St

Dogworld – 116 W Douglas

Sellnoir – 538 E. Stephenson

**Sally's Cookie Jar** – 12 E. Stephenson

*Expanded or Enhanced Businesses*

LeBaron & Miller 9 W. Main

Newell Rubbermaid into former Boettner Bldg.

Expansion of the Lindo Theater and Entertainment Complex

*Farewell*

A fond farewell and best wishes to

TeachersToolbox

European Jewels

**Boland's Gifts**

Freeport Pretzel Company