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# Forest City Beautiful

An Initiative of Rockford Area Convention & Visitors Bureau

A beautiful opportunity to be a sponsor of **Forest City Beautiful**,  
a public/private partnership to beautify Rockford.



For more information, contact Martesha Brown at [mbrown@gorockford.com](mailto:mbrown@gorockford.com) or 815.489.1655.

# Now is the Time



**Momentum in downtown Rockford is strong, positive and growing.**

## DEVELOPMENT

Private developer Gorman & Company has invested \$60 million to renovate the 13-story **Amerock building**, located along the river; creating a 160-room hotel/conference center complex set to open this summer.

## TRANSFORMATION

The former Ingersoll building has been transformed into the new **UW Health Sports Factory**, generating an estimated \$7.2 million for our local economy annually. The facility opened in June 2016.

## COLLABORATION

**Rockford Sharefest** has transformed 13 of our Rockford public schools and has completed the installation of Forest City Beautiful's Phase 2 during the summer of 2015. The savings in labor alone, maximizes every sponsorship dollar, bringing support to one another.

## RENOVATION

The renovation of the **Prairie Street Brewhouse**, **The Standard**, new local restaurants like **Taco Betty's**, **Omakase** and **Blue Line**, record attendance at museums, the popularity of **Rockford City Market**, attendance growth at **Coronado** and **BMO Harris Bank Center**, and **Stroll on State**, as well as a complete landscape renovation to beautify the river walk in **Davis Park** in summer of 2019 all point to a continued resurgence in downtown Rockford.

## DOWNTOWN EVENTS & FUN

Downtown Rockford continues to thrive with events and fun including the **Rockford City Market** and recent opening of the **Rockford Indoor City Market**.

## CULTURE

Downtown sculptures, murals, and pathways of flowers and plants have added to the community's **stated desire** of connectivity and culture through beautification.



# Beautification & Festival



**Forest City Beautiful** is an initiative partnering with the City of Rockford to bring the beauty of the spring, summer and winter seasons to downtown Rockford!

Businesses and civic leaders know an attractive community creates pride in the community and helps to identify who we are! The beautification becomes living artwork for our community and is enjoyed by the diverse populations in Rockford. Similar beautification programs in cities such as Chicago, Springfield, and Cleveland have proven to be very successful!

We invite you to join us in this community-impacting initiative!

## Lot Beautification

**Sponsor downtown lot beautification**



### SPONSORSHIP BENEFITS

- Recognition for being one of the **catalysts** of downtown beautification
- 100% of your investment goes towards the Forest City Beautiful mission
- Get connected with the growth of visitors in downtown Rockford (local restaurants, Rockford City Market)
- Alignment with key partners: City of Rockford, Sharefest, RACVB, Community Foundation of Northern Illinois
- Tax deductible

# Sponsorship Spaces



## SPONSOR RECOGNITION

- **Signage** at the sponsored location(s)  
Lot sponsorship: Logo on your 18" x 12" sign(s) (two-sided) viewed by numerous commuters and walkers daily
- Recognition in the **annual report** to City Council
- Recognition on RACVB or Forest City Beautiful **Facebook** page (one post)
- Recognition within the Forest City Beautiful article in **The Rock River Times**
- Recognition in a RACVB article through the **Chamber of Commerce's Voice**
- Recognition on the **gorockford.com website** with a link directly to your organization
- Inclusion in a Forest City Beautiful **blog** (July)

## Sponsorship Space Options

### ARTS & ENTERTAINMENT

Nordlof Center  
Veterans Memorial Hall  
Davis Park & Hotel District

### CITY HALL & MARKET

City Hall Gateway  
Rockford City Market Lot  
Rockford City Hall Lot

### RETAIL & RESTAURANTS

Stroll & Shops  
Concerts & IceHogs

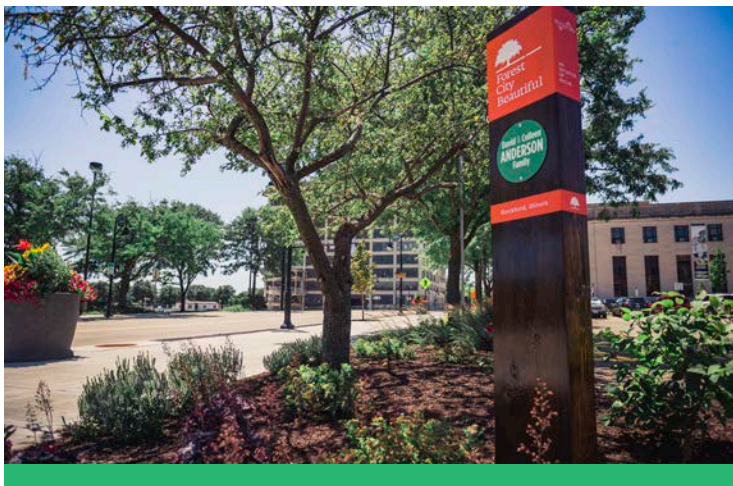
### PLANTERS

Various downtown locations  
including E. State St.

### DOWNTOWN GATEWAYS

Irish Rose  
Shumway Market  
Wellness Gateway  
West-End Beautification

# Sponsor Signage



# Sponsorship Spaces



## Arts & Entertainment



BEFORE



AFTER

### NORDLOF CENTER

#### Location

100 block of N. Main St. (Lot 1)

Cost: \$5,000



BEFORE



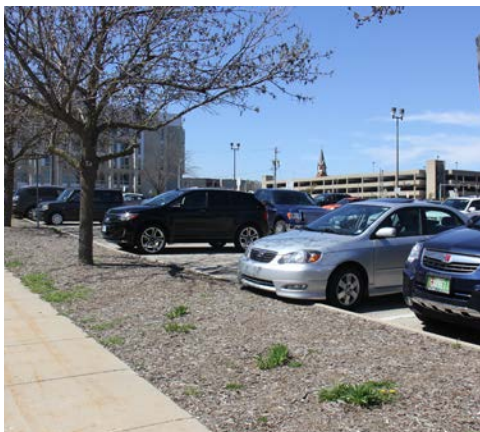
AFTER

### VETERANS MEMORIAL HALL

#### Location

200 block of N. Main St. (Lot 3)

Cost: \$2,500



BEFORE



AFTER

### DAVIS PARK & HOTEL DISTRICT

#### Location

Rockford Park District lot (Lot 9)

Cost: \$2,500

# Sponsorship Spaces



## City Hall & Market



BEFORE



AFTER

### CITY HALL GATEWAY

**Location**  
(Lot 10)

**Cost: \$2,500**



BEFORE

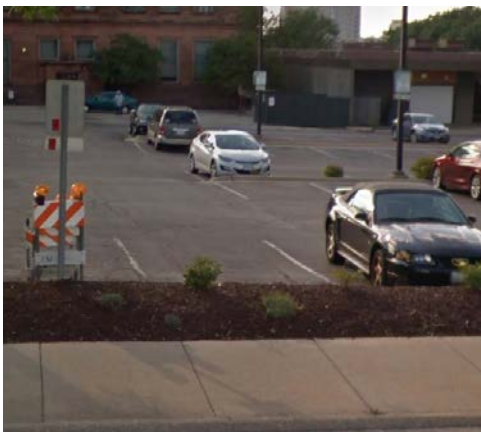


AFTER

### ROCKFORD CITY MARKET LOT

**Location**  
(Lot 6)

**Cost: \$7,500**



BEFORE



AFTER

### ROCKFORD CITY HALL LOT

**Location**  
(Lot 8)

**Cost: \$5,000**

# Sponsorship Spaces



## Retail & Restaurants



BEFORE



AFTER

### STROLL & SHOPS

#### Location

300 block of E. State St. (Lot 4)

Cost: \$5,000



BEFORE



AFTER

### CONCERTS & ICEHOGS

#### Location

BMO Harris Bank Center (Lot 7)

Cost: \$2,500

## Planters



BEFORE



AFTER

### E. STATE ST. PLANTERS

#### Location

100 block of N. Main St. (Lot 1)

Cost for 1: \$250

Cost for 3: \$500



# Sponsorship Spaces



## Downtown Gateways



BEFORE



AFTER

### IRISH ROSE

**Location**  
(Lot 12)

**Cost: \$2,500**



BEFORE



AFTER

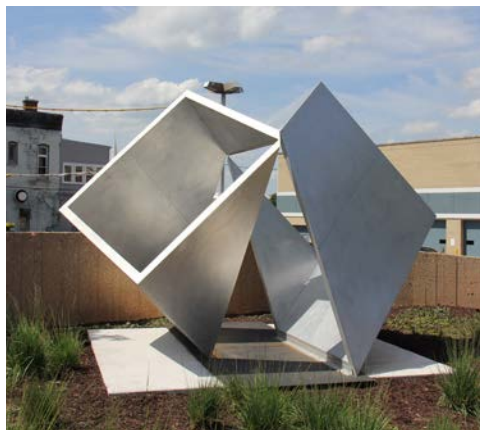
### SHUMWAY MARKET

**Location**  
(Lot 14)

**Cost: \$2,500**



BEFORE



AFTER

### WELLNESS GATEWAY

**Location**  
E. State St. & 3rd St. (Lot 30)

**Cost: \$2,500**

**Not Pictured:**

### WEST-END BEAUTIFICATION

**Location:** 300 block of W. State St. (Lot 5)

**Cost: \$5,000**