



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 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



SPONSORED



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



SPONSORED



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)

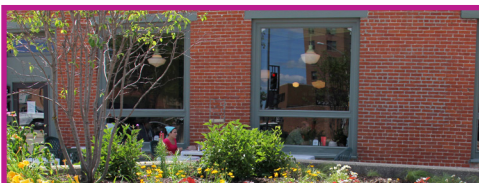
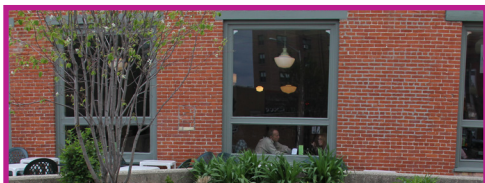
Cost for 1: \$250

Cost for 3: \$500

Sponsorship Spaces



Downtown Gateways



SPONSORED



BEFORE



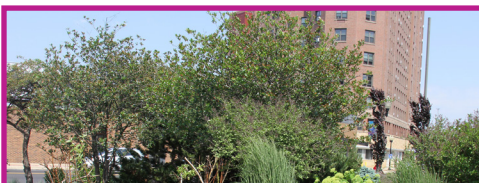
AFTER

IRISH ROSE

Location

(Lot 12)

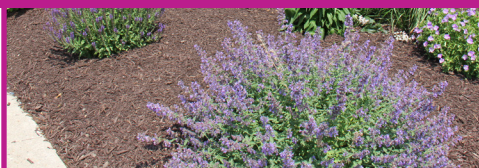
Cost: \$2,500



SPONSORED



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