As the 30th anniversary of MainStreet Libertyville comes to a close, we’ve had the opportunity to reminisce, celebrate and count many blessings. With the help of dedicated volunteers and investors, strong roots took hold in 1989, and downtown Libertyville continues to blossom as a thriving and popular restaurant, retail and service destination.

MainStreet Libertyville’s future success relies on your support of local, small businesses now. Small business owners depend on an infusion of daily customers in addition to visitors and event traffic for year-round success. And, shopping local has a multiplier effect; independent retailers and restauranteurs return more money back to the local economy than big box retailers.

With 34 retail businesses, 28 restaurants and niche food and beverage stores, 12 salons and spa businesses, and numerous specialty services, MainStreet Libertyville’s business owners are eager to serve you. Parking is easily accessible, and the Village of Libertyville offers more than 600 spaces in parking structures adjacent to downtown businesses.

MainStreet Libertyville works hard to provide the tools and resources to help small businesses run efficiently and plan for the future. Downtown vacancy rates have declined from 30 percent in 1989 to less than five percent today. MainStreet Libertyville is now offering succession planning seminars so business owners can plan for easier transitions to retirement or the sale of a business.

“After 30 years, MainStreet Libertyville is now in a ‘next-level’ planning phase to stay relevant to the community and the local business owners. In doing so, we are now working to offer business and entrepreneurial resources to local businesses to help them thrive,” according to Executive Director Pam Hume.

A thriving, downtown business district offers benefits to all. Economic vitality attracts new investors, keeps downtown vacancies low, and entices new residents to the community which in turn maintains and increases property values. MainStreet Libertyville programs add to the quality of life in Libertyville in addition to attracting shoppers and diners downtown each year.

As we enter the busiest season of the year for retail and restaurateurs, come downtown for your gifting, dining and holiday needs. MainStreet Gift Certificates make excellent gifts for teachers, music instructors, coaches and other helpers, and are available for purchase at the MainStreet Office, Libertyville Bank & Trust and Rocky Mountain Chocolate Factory. Invite friends and family to Small Business Saturday on November 30. Participate in the festive activities planned by MainStreet Libertyville (see inside for a complete list) and stay to enjoy all that our downtown has to offer. The future of MainStreet Libertyville really is now.
Letter from the Chairman

Fred Kestler, Board Chairman

As you probably know, MainStreet Libertyville is an organization that operates almost exclusively on volunteers from the community. This also extends to our Board of Directors, who are also 100% volunteers. Each year, the Board identifies potential candidates to replace members who are leaving because their terms have expired or who are leaving for other reasons. Board member terms are for three years and start in January.

At the moment we are seeking candidates for four Board positions, including a co-chair of our Promotions committee, co-chair of the Organization committee and two co-chairs for the Design committee. As James Flagg’s iconic recruiting poster said in 1917, “I want you” to consider serving on the Board of MainStreet Libertyville to use your talents to help our community continue to grow and prosper.

Board members help organize the events, activities, fund-raising and community outreach activities of the organization and our 100+ volunteers. We look for people who have 4-6 hours a month available to put their organizational, networking, fund-raising, and problem solving skills to work for the good of Libertyville. Both business owners and residents are encouraged to apply.

Interested? Want more information?
Then contact Pam Hume at executivedirector@mainstreetlibertyville.org or call the MainStreet Libertyville Office at (847) 680-0336.

Happy Holidays from the MainStreet Board of Directors & Staff

MainStreet Social Media

By Liz Kestler, Social Media Volunteer

MainStreetLibertyville Social Media team, Liz Kestler, Veronica Sloma, Jennifer Johnson and Lori Myles, works smart to build a sustainable and robust platform for downtown businesses in Libertyville to reach new audiences as well as communicate with their best customers. Our team finds inspiration in the downtown area whether it’s a new business or trending topic, First Friday specials, Farmers Market in Cook Park or friends and family strolling through town.

Over the last five years this social dimension gives Mainstreet the voice for engaging with merchants, members, other nonprofits and charities as well as the mayor and town trustees, creating synergy to do more for the community.

The Social Media Committee has delivered over:
• 48 blogs
• 1500 posts including interviews and event live streaming
• 2400 Instagram followers
• 9800 Facebook followers
• 2451 Twitter followers
• 52 weekly newsletters for over five years

We Are Looking for A Volunteer!

Is Facebook your source for keeping in touch? Or Instagram for photos? Would you like your writing talents to be featured in Blogs? Our social media audience is expanding and we need help keeping in touch. We need your ideas and your skills! Contact the office if you’re interested.
Dickens of a Holiday
‘Tis the Season!

By Karey Wittenborn, Promotions Volunteer

As the beginning of the holiday seasons are upon us, it can get stressful with all the hustle and bustle. Take some time to enjoy in the wonder of it all! Make plans to enjoy visiting with friends and family, and sit down to an authentic Victorian Tea, complete with homemade goodies, lovely music and a traditional tea service. Or, bring the children to do some shopping of their own! Visit the Children’s Holiday Shoppe at Petranek’s Pharmacy. Our "elves" are on duty to help the children pick out special gifts for their loved ones. It’s a secret, Moms and Dads! And, don’t forget to drop in on Santa and Mrs. Claus in the park to get your picture taken with them!

MainStreet Marvin is Back!

By Lori Myles

MainStreet Marvin had such a wonderful time visiting the downtown shops and restaurants last year that he decided to come back this year.

Marvin will be placed in the shops and restaurants from November 25th thru December 20th. Find him and take a selfie with him for your chance to win a $50 MainStreet Gift Certificate. Hints where to find him will be in our emails and on Facebook. Make sure you sign up so you know where to find him.

When you find him, take your selfie and send it to promotions@mainstreetlibertyville.org. Make sure to mention where you found him along with your contact information.

The winner will be announced on December 23rd.
Let’s Wine About Winter

By Maureen Hunt, Promotions Co-Chair

Why whine the winter away at home when you can come out and warm your soul with wine, shopping, food and fun? Join us for the fifteenth annual MainStreet Libertyville Let’s Wine About Winter event on Saturday, February 22, 2020. Merchants will open their doors to showcase their food, products, and services while serving wine and tasty snacks. Ticket holders will receive a commemorative wine glass, a $10 coupon for participating merchants, exclusive discounts, and a shopping bag filled with coupons and specials from our event sponsors.

Tickets go on sale in January 29. This event sold out in under 30 minutes last year. Be sure to watch the MainStreet Libertyville website and Facebook page for more details. Mainstreet Members who donate $100 or more will have access to early bird ticket sales if you renew before the end of the year. Don’t forget, “As long as we have wine, the winter will be just fine!”

Seeking Homes for the Annual Historic Home Tour

By Nan Grupe, Design Volunteer

The Annual Historic Home Tour has been a staple of MainStreet’s many events for 16 years. Hundreds of visitors look forward to touring the homes as well as meeting and chatting with homeowners. It provides an opportunity to learn histories and make connections, get insight on the architecture, gather inspiration, and see how yesterday’s homes have been modernized for today. Homes that are new, but with classic architectural elements, are shared as the history of the future. These homes also give potential buyers insight into an architect’s style and the builder’s forte.

Libertyville homeowners have graciously opened their homes built from as early as 1865 to as recent as 2015. Each one is unique. Interiors range from opulent to casual, industrial chic to reclaimed and repurposed. Also included have been historical structures such as the Adler Arts Center, the Cook Mansion, and several churches. What they all share in common are the stories inside.

We have shown a great number of homes over the years, but they are becoming more and more challenging to find, so we are asking for your help. If you are interested in sharing your home or have questions, please let us know by contacting the MainStreet office (847-680-0336) Our past participants have always found the event to be a most fun and rewarding experience.

The 2020 Home Tour is scheduled for Saturday, June 13th from 10 am - 3 pm.
Chef Fest 2019: Infinite Flavors

Tickets sold out and hundreds of local food fanatics attended MainStreet Libertyville’s fourth annual Chef Fest, hosted by Gregory INFINITI. More than 15 Libertyville restaurants and specialty food purveyors served small plates of chef-created, signature dishes. Attendees also enjoyed local signature craft cocktails, craft beer, wine and sweets.

Live music by Due Dolci set the perfect ambiance for the evening. An enticing table full of raffle prizes and an exciting live auction with one-of-a-kind, food-centered experiences rounded out the evening, raising essential funds for MainStreet Libertyville.

MainStreet Libertyville thanks everyone who attended and contributed to the rousing success of this evening that unites Libertyville’s renowned restaurant community. A special thanks goes to sponsors Gregory INFINITI and ULINE for their generous support of this event.

Libertyville Welcomes Ladies

A record-breaking number of women registered for the 2019 Ladies’ Day Out in downtown Libertyville, held on Friday, October 18. Attendees were treated to shopping discounts, restaurant and drink specials, a lively Poker Run game with prizes, carnations, shopping bags and red-carpet treatment throughout downtown Libertyville for the day. Crisp, fall weather provided the perfect backdrop for groups of girlfriends and relatives to spend a fun and relaxing day together to shop and dine in downtown Libertyville.

Despite an unexpected October snow storm, MainStreet Libertyville welcomed pint-sized superheroes and other costumed characters at the annual Trick or Treat on MainStreet. More than 50 MainStreet businesses participated in the event, welcoming families to downtown Libertyville for a fun and friendly, treat-filled afternoon. Thanks to everyone – MainStreet members and local families – who helped to continue the long-standing tradition of celebrating Halloween with MainStreet Libertyville.
We appreciate the commitment of our sponsors to our ongoing efforts.

The following organizations contributed $1,000 or more to MainStreet in 2019.
(Through 10/30/19)

New MainStreet Business Members

NEW Associate Members
(Through 10/30/19)

1. Quest Personal Training
   Experts in semi-private personal training (up to six people in a session)

2. Libbyville Lifestyle Boutique
   Clothing and handcrafted goods. Dedicated to exploring, supporting and celebrating independent makers

3. The Runner’s Edge
   New location!

4. Sweet Home Gelato
   Opening 2020 – family owned gelato shop, making authentic Italian Gelato fresh daily

5. Conscious Cup Coffee Roasters
   Opening soon. Roasting small batch craft coffee since 2006

For more information about becoming a MainStreet Business Member, call (847) 680-0336.

Business Opportunities

Interested in starting, buying or owning your own business in downtown Libertyville? Or perhaps you are thinking about selling your business and need some guidance? We can help! We can suggest resources to assist you with your plan or sites available. We have businesses for sale in the downtown. All owners are willing to assist with transition. Our mix of retail, service and restaurant businesses, in addition to our vibrant community, create a desirable destination for consumers throughout Chicagoland and SE Wisconsin. All inquiries will be confidential. Call or email Pam Hume, Executive Director at 847-680-0336 or executivedirector@mainstreetlibertyville.org.
Help Wanted: Your Help!

By Ron Gauvin, Organization Chair

Don’t you love life in Libertyville? There’s a lot to love like our incredible parks, schools, restaurants and shops to name just a few.

Did you know you can help keep our community special? It’s as simple as joining the MainStreet Libertyville Community. There are two ways to be a part of the team.

First, your membership would be greatly appreciated (see details above).

As well, we would love to put your unique talents to work. Our volunteers are the foundation of the MainStreet organization. Each year over 4,000 hours are donated to help plan and run events, raise funds and many other tasks that help promote Libertyville. Please consider adding your talent to our roster. Our hours are flexible and made to fit your schedule.

MainStreet Libertyville is a non-profit 501(c)(3) volunteer based organization. The mission of MainStreet Libertyville is to preserve and promote downtown Libertyville. The organization sponsors over 50 days of retail and community events each year, including Lunch in the Park, Farmers Market, Car Fun on 21, First Fridays, Let’s Wine about Winter, Dickens of a Holiday, the Historic Home Tour and the Dessert Walk.
Small Business Saturday

NOVEMBER 30, 2019
Think Local First!

Kick off the holiday season and come to downtown Libertyville for the 4th annual “Holiday Shopping Tour” and support your local businesses!

Enter the Raffle and WIN Spectacular Prizes!

• Pick up your free passport at participating merchants (listed on the MainStreet website or Facebook page), at the Village tree lighting ceremony, or the day of the event (subject to availability).
• Passports list raffle items valued at $50 or higher
• In order to be eligible for the raffle, get your passport stamped at each merchant you visit – no purchase is required.

WINNERS WILL BE CONTACTED THE WEEK OF DECEMBER 2

For more information and a list of participating businesses visit,
WWW.MAINSTREETLIBERTYVILLE.ORG
(847) 680-0336