

Our Goal and Your Role

The Rockford Area REALTORS® YPN has established a fundraising goal of \$75,000 to accomplish the desired improvements. Please consider making an impactful investment toward **Rock the Block: Broadway**.



For Additional Information

Please contact one of the following:

- Brad Shields, YPN Council Chairperson
815.543.7653
- Jackie Cozzi, Rockford Area REALTORS
Director of Communications and
Professional Development
815.395.6776

How to Contribute:

- Go to: www.youcaring.com/REALTORSYPNRocktheBlock
- Make a check payable to: Rockford Area REALTORS and mail to 6776 E. State Street, Rockford, IL 61108

We thank you in advance for your generosity!

Name of Contributor: _____

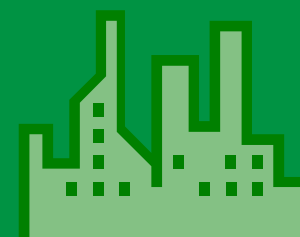
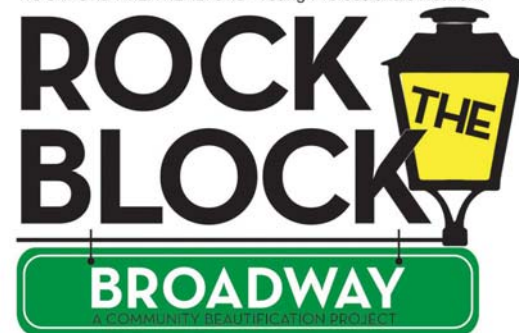
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ROCKFORD AREA REALTORS® Young Professionals Network



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www.rockfordarearealtors.org

Rockford Area REALTORS® Young Professional Network (YPN)

The YPN is a group of young (and young at heart), motivated professionals who are either REALTOR® members or Affiliate members of the Rockford Area REALTORS and who share one common vision:

To affect positive change through the betterment of the communities we serve.

Date of Project

Saturday, August 22, 2015



ROCK the BLOCK: Broadway PROJECT

What Is It?

The Rockford Area REALTORS® YPN, along with the project coordinating partners, Catalyst, City of Rockford and Winnebago County, has selected a 1/4 mile stretch of Broadway, between 6th & 9th Streets for this year's project area. Planned improvements include, but are not limited to:

- New private street/lot trees to replace those missing or damaged.
- Raised planter replacement/refurbishment and replanting.
- Wall panel landscaping and new planter cap stones.
- Topsoil and plantings for grade level planting beds.
- Improving 3 private parking lot frontages
- Bollard light repair and repainting.
- New bike racks, designed by Rockford school students.
- Repainting of street level light poles
- Trash receptacles

What Will the Project Accomplish?

- **Engage Stakeholders in the Subject Area.** Business owners located within the "Rock the Block" project area are proactively involved with fund raising, volunteer manpower and ongoing upkeep of the planned improvements.
- **Revitalize Civic Spaces and Streetscapes .** A professionally designed landscape will offer an inviting design with an eye for aesthetics, functionality and sustainability.
- **Elevate the Downtown Rockford Experience.** Planting another seed of change that will flourish for years to come making downtown Rockford a place for business, arts, and culture, as well as a place where residents and visitors alike feel welcomed and safe.
- **Improve the Pedestrian Experience.** The installation/refurbishment of elevated planters, bike racks, receptacles and benches (*locally designed and manufactured where possible*) will offer residents and visitors a clean, comfortable, and safe environment.
- **Provide a Dynamic Sponsorship Opportunity.** Your help with this movement will give your business and employees a power story to tell, and a tangible result you can see and feel in the community.