



GAZETTE

Preserving and Promoting Downtown Libertyville

Experience
Downtown
Libertyville

A NON PROFIT VOLUNTEER BASED ORGANIZATION • A GREAT AMERICAN MAINSTREET AWARD WINNER

Downtown Libertyville Shines When You Shop Small!

There's something special about the holiday season in downtown Libertyville – the twinkling lights, the friendly hellos, and the warmth that comes from supporting the people who make our town what it is. But across America, independent businesses are navigating rising costs, staffing shortages, and increased competition from online and big-box retailers – and Libertyville is no exception.

In the spirit of giving, MainStreet Libertyville is rewarding shoppers for shopping and dining in downtown Libertyville. For every \$200 spent on Small Business Saturday, shoppers will receive a \$20 MainStreet Libertyville Gift Certificate* redeemable at any MainStreet Libertyville member business. The goal of the program is to keep downtown registers ringing while re-investing in the district through shopper incentives.

Our downtown has come a long way since MainStreet began in 1989, but the work is never done. Supporting our local businesses is just as important today as it was 35 years ago, said Dan Timm, co-chair of MainStreet Libertyville's Economic Vitality Committee.

“At MainStreet Libertyville, we're committed to strengthening and supporting our downtown, because while things may look great on the surface, our small businesses are facing real challenges,” he said. “Therefore, we're encouraging everyone to do their part in supporting local businesses—not just on Small Business Saturday, but throughout the entire year.”

Help the season shine bright in downtown Libertyville by making our shops and boutiques your go-to for holiday gifts, festive dining, and memorable moments. Don't forget to share your experience using the hashtags #ShopLibertyville and #ShopSmall and follow MainStreet Libertyville on Instagram and Facebook for business news and updates.

Let's Keep Libertyville's Downtown Thriving, Unique and Full of Holiday Spirit – One Purchase At A Time!

* Terms & conditions apply; please visit www.mainstreetlibertyville.org for full details.



About MainStreet Libertyville

MainStreet Libertyville is a nationally recognized nonprofit organization committed to preserving, promoting, and enhancing the vitality of downtown Libertyville. Supported by a dedicated team of local volunteers, MainStreet Libertyville produces more than 50 days of community and retail events each year, bringing together residents, visitors, and businesses to celebrate the spirit of our downtown. For more information, visit www.mainstreetlibertyville.org, and follow us on Facebook and Instagram for the latest updates and community news.



Scan QR Code for
Small Business
Saturday Shopper
Bonus details!

Inside... Dickens of a Holiday!

A Message From Board Chair Kate Vittore

As we reflect on 2025, I am deeply grateful for all of the efforts of our staff, board of directors, and volunteers to make this such an impactful year for our organization. At the beginning of the year, our Board of Directors committed to taking a holistic approach to enhancing our ability to deliver on our mission. We expanded our reach, strengthened our local partnerships, and continue to find new ways to deliver on our mission of preserving and promoting Downtown Libertyville as an incredible destination.



Looking back, 2025 was more than just a year of accomplishments – it was a year that brought a renewed sense of energy to our existing programs while introducing new and exciting opportunities to support our downtown community. The commitment of our volunteers, the creativity of our merchants, and the enthusiasm of our residents all continue to foster a sense of local love that is incredibly special to Libertyville.

As the year comes to a close, please continue to support our incredible downtown community and keep an eye out for more exciting updates from MainStreet. We have some amazing plans in the works for next year to continue strengthening our organization and growing our impact. As 2026 approaches, I want to extend my sincere appreciation to all of our supporters, whether you donate to our organization, attend our events, or volunteer with us. The future is bright, and I am confident that 2026 will be another year of meaningful progress and lasting impact for MainStreet Libertyville!



MainStreet Libertyville Calendar of Events 2025

> VILLAGE TREE LIGHTING

November 28 • 6:30-8:30 p.m.
Cook Park

> SMALL BUSINESS SATURDAY

November 29

> GIVING TUESDAY

December 2

> FIRST FRIDAY

December 5 • 5-9:00 p.m.

> DICKENS OF A HOLIDAY

Saturday, December 13

• Photos with Santa

10:00 a.m. - 12:00 p.m.
1:00-3:00 p.m.
Cook Park

Donations of non-perishable food items for the Libertyville Township Food Pantry are appreciated.

• Children's Holiday Shoppe

10:00 a.m. - 3:00 p.m.
Libertyville Civic Center
Kids experience the joy of giving by shopping for gifts for their loved ones.

• Victorian Tea

11:00 a.m. - 1:00 p.m.
United Methodist Church of Libertyville
Take a break from the holiday rush in authentic Victorian style. Tickets \$55 per person (Reserve your seats early, as this event is expected to sell out!)



Economic Vitality Committee Powers Up for Downtown Growth

MainStreet is dedicated to revitalization, and sometimes the spark for change comes from within! We're excited to share that the Economic Vitality Committee is charging ahead with new projects, featuring a mix of both fresh and familiar faces: Craig Bjorklund; Steve Bugg; Pam Hume; Tom Lockowicz; Mary Oshana; Marianne Piccirilli Lentini; Kevin Rogers; Chuck Stoffell; and Dan Timm.

The committee is in the process of a powerful revamp of Small Business Saturday as well as executing plans based around the desired outcomes of stronger sales activity and intelligent growth with projects to include:

- Matching grants to administer targeted assistance that helps local businesses improve how they manage and market themselves.
- Attracting more shopping traffic to the downtown district.
- Researching demographic and economic trends that impact downtown businesses.
- Identifying and advocating for policies that protect and strengthen the unique land use patterns of a walkable historic downtown district.

We as a committee are motivated to making a difference in downtown because we share a love for the district as

a whole. Yet, we know our businesses also face mounting competition for customers.

Libertyville started its own MainStreet organization in 1989 to cultivate community-based, public-private partnerships. The challenges are as real today as they were then, with organizations like MainStreet being just as necessary. Using a coordinated four-point approach (Design, Promotion, Organization, and Economic Vitality), our goal is to meet businesses where they are to help them continue to grow and thrive downtown.

As we look ahead, the Economic Vitality Committee remains focused on creating a sustainable future for downtown Libertyville — one that supports our small businesses, attracts new investments, and preserves the character that makes our community unique. Through collaboration, creativity, and a shared commitment to progress, we are confident that downtown Libertyville will continue to flourish as a vibrant destination where businesses prosper and residents take pride in calling home.



Give Back, Get Rewarded!

To kick off Giving Tuesday on Dec. 2 and to celebrate our new membership program, we are thrilled to introduce a limited-time offer. Become a residential member at the Silver tier or above (or renew your membership for 2026) and enjoy a MainStreet Libertyville gift certificate! MainStreet gift certificates can be used at more than 60 downtown and associate businesses. Already a residential member? Renew your membership for 2026 online, via mail, or at the MainStreet office to claim your gift certificate!*

- \$100-249: \$10 Gift Certificate
- \$250-\$499: \$20 Gift Certificate
- \$500+: \$50 Gift Certificate

Learn more about our new membership tiers and join today at www.mainstreetlibertyville.org. Together, we're keeping downtown Libertyville thriving!

**One gift certificate redemption per residential membership*

Giving Level	Tier Name	"Friends of MainStreet" New Benefits	New Member Promotional Benefit (Valid 12/1-1/31)
Less than \$50	Green	MSL "Friend of MainStreet" Sticker	
\$50-\$99	Bronze	1. MSL "Friend of MainStreet" Sticker 2. Early Ticket Access to 2026 Events	
\$100-\$249	Silver	1. MSL "Friend of MainStreet" Sticker 2. Early Ticket Access to 2026 Events	\$10 MSL Gift Certificate
\$250-\$499	Gold	1. MSL "Friend of MainStreet" Sticker 2. Early Ticket Access to 2026 Events	\$20 MSL Gift Certificate
\$500-\$999	Platinum	1. MSL "Friend of MainStreet" Sticker 2. Early Ticket Access to 2026 Events 3. 2 Free 2026 Event Tickets	\$50 MSL Gift Certificate
\$1,000.00	Legacy	1. MSL "Friend of MainStreet" Sticker 2. Early Ticket Access to 2026 Events 3. 2 Free 2026 Event Tickets 4. Exclusive Collectible Item	\$50 MSL Gift Certificate



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LIBERTYVILLE, IL
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150 E. Cook Ave. Ste. 102 • Libertyville, IL 60048
Phone 847.680.0336 • MainStreetLibertyville.org

~ MainStreet Libertyville Mission ~

The purpose of the MainStreet Libertyville Program is to enhance the community identity and heritage, to foster a center of activity and to ensure economic stability for the heart of Libertyville through concentrated efforts of education, design, promotion, organization, and economic revitalization. MainStreet is a 501(c)(3) nonprofit organization.

ECRWSSDDM
Postal Customer
Libertyville, IL 60048

New Downtown Business Members

> A WILDWOOD BOTANIST

Experience dried florals, botanical art, and all kinds of nature-inspired treasures, plus workshops and creative events.

> LE LAURELLI HOME

Offering a curated collection of tableware, linens, and home décor. You'll find beautiful items that transform your home and events and enjoy classes and workshops.

> SARAH VALENCIA PHOTOGRAPHY

Specializing in lifestyle photography that captures your authentic story. Portions of each session go to support local nonprofits.

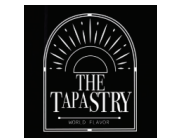
> UP NORTH AXE & TAP

Enjoy the Northwoods atmosphere with the fun and excitement of axe-throwing along with a great menu and bar perfect for entertainment with family or in a group setting.

Shop Local All Season Long!

#ShopLibertyville

New Associate Business Members



Join Our MainStreet Community Today!

YES! I Would Like Join Mainstreet Libertyville

YES! I Would Like To Volunteer, Please Contact Me!

- New Membership
- Renewal Membership
- Upgrade Membership
- Legacy - \$1000
- Platinum - \$500
- Gold - \$250
- Silver - \$100
- Bronze - \$50
- Green - \$25

Name _____

Address _____

City / State / Zip _____

Home Phone _____

Work Phone _____

Email Address _____

Please give us your email address if you would like to receive weekly notification on what is happening in downtown Libertyville.

Credit Card No. _____ Expiration Date _____

Visa Mastercard Discover

Signature _____

Visit our website: www.mainstreetlibertyville.org to become a member online.

Please mail your check made payable to MainStreet Libertyville, Inc., along with this form to: MainStreet Libertyville, 150 E. Cook Ave., Suite 102, Libertyville, IL 60048

All memberships include delivery of the Gazette. MainStreet Libertyville, Inc. is a 501(c)(3) nonprofit organization under Tax I.D. Number 36-3657765. Your donation may qualify as a charitable deduction on your federal tax return.



Scan to Sign Up Online