

Time to hit the streets

By Jennifer Tranmer jtranmer@beloitdailynews.com | Posted: Thursday, August 6, 2015 4:00 pm

Put on those dancing shoes and get ready for an evening filled with entertainment.

It's the one night of the year when area residents will fill the streets, fill their bellies with good food and drinks, fill their bags with wares from downtown businesses and have a great time.

The Downtown Beloit Association is once again hosting its biggest fundraiser of the year: Street Dance.

"It's really the only time of the year that you get to go out into the street and have a good time with everybody and dance in the street," said Shauna El-Amin, executive director of the Downtown Beloit Association. "It's not something you get to do every day. It's our mini celebration. It's a whole block worth of fun."

With exciting new entertainment and fun, attendees will have plenty to enjoy Friday into Saturday.

New this year, there will be an expanded kids area from 8 a.m. to 2 p.m. Friday that will include face painting, balloon animals and much more. Businesses will be out from 8 a.m. to 2 p.m. Friday and 8 a.m. to 1 p.m. Saturday for the sidewalk sales for downtown businesses to showcase their goods and offer sales.

Stick around on Friday for Fridays in the Park, which will feature lunch and live entertainment. On Saturday, the streets will fill with vendors, too, as part of the downtown Beloit Farmers Market.

Vendors participating in the sidewalk sales include: Stanton Shoes, Pizzazz, A Much Better Way, Merrill & Houston's, Beloit Regional Hospice, Beloit Daily News, Jagger Bay Tanning, The Villager and Attic Quilts.

"It's a time for them to get everything out and get a lot of sales," El-Amin said.

Heading into Friday evening, make sure to get there early for the Extra Crispy Brass Band, who will



Clapping to the music

A fun duo takes time to dance and enjoy the music at last year's Street Dance, sponsored by the Downtown Beloit Association. This year's dance is set for 5:30 to 11 p.m. on Friday, with sidewalk sales beginning Friday during the day and continuing Saturday during the Farmers Market.

open the show from 5:30 to 7:30 p.m.

El-Amin said the committee is drawn to bands with unique names. After looking into the Extra Crispy Brass Band, the committee was drawn to their family-friendly, fun style of music.

“We listen to the music (the bands) play and make sure it’s appropriate,” El-Amin said. “We don’t just want a cover band, we want something that’s unique. So we pay attention to what they are singing and how they perform.”

Get funky with Rock County Public Safety officers as they join with the community in dancing to “Uptown Funk” during intermission at 7:30 p.m.

Following the intermission, Cold Sweat & The Brew City Horns will hit the stage from 8 to 11 p.m.

Throughout Friday evening, there will be six food vendors on site to keep hunger at bay. Local favorites Tacos El Gordo and Otha’s Ribs will be on site in addition to other downtown eateries like Mama Lou’s.

As with last year, there will also be a beer wagon, so you can kick back and relax with your favorite brew in the summer weather. Admission is still just \$5.

El-Amin said as the biggest fundraiser for the association all year, she hoped everyone will come down and enjoy the downtown atmosphere that the association helps to pay for all year.

“Everything we do is supported by this event,” El-Amin said. “I hope people come out for that reason as well as to enjoy the beautification of downtown and support the over 150-some businesses down here.”

For more information, visit www.downtownbeloit.com.