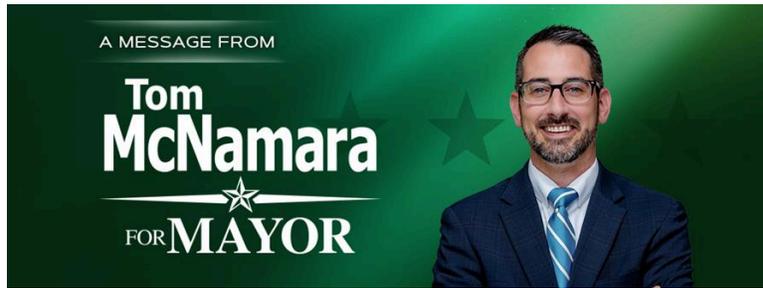


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Doing More With Less

As we put together our 2026 budget, we faced real challenges — federal uncertainty and new state mandates made it a tight year. But thanks to strong collaboration and a lot of hard work, we're still moving Rockford forward.

This budget makes **historic investments in accessibility, equity, public safety, neighborhoods and economic development**, all **without increasing our property tax levy**. I'm proud of what we were able to accomplish together and grateful for the teamwork that made it possible.

[Read More](#)

Rockford Named America's #1 Housing Market!

Rockford was ranked the most popular housing market in the entire country for 2025 by Zillow! That's right, we moved up to **No. 1** after ranking second last year, beating out cities from coast to coast as home shoppers flocked to Rockford's affordability, quality of life, and access to jobs.

Rockford being #1 isn't just a ranking, it's a sign that we're building a city that people love and want to call home. Let's keep that momentum going!



[Read More](#)

Helping Local Businesses Level Up

Supporting our local businesses is one of the best investments we can make in Rockford. That's why I'm excited to share that we're launching our new **Business Advancement Program**, designed to

help existing businesses grow, create jobs and continue investing right here in our community.

This program offers **five-year forgivable loans of up to \$25,000** for qualifying for-profit businesses operating out of commercial or industrial brick-and-mortar locations in Rockford. Funds can be used for things like equipment upgrades, staffing, marketing and other operational needs tied directly to growing the business. As long as the business stays in operation and meets program requirements, the loan is fully forgiven after five years.



[Learn More](#)

A Perfect Score for Inclusion

Rockford once again earned a **100/100** on the Human Rights Campaign's Municipal Equality Index — our fourth year in a row with a perfect score. Since we first joined the MEI in 2018, we've improved by 41 points, and that progress reflects real, meaningful work.

From strong non-discrimination protections and inclusive health care benefits to a Community Relations Commission, Pride Month proclamations and dedicated LGBTQIA+ liaisons, we're committed to making Rockford a place where everyone feels welcome, respected and safe. This recognition matters and so does continuing the work.



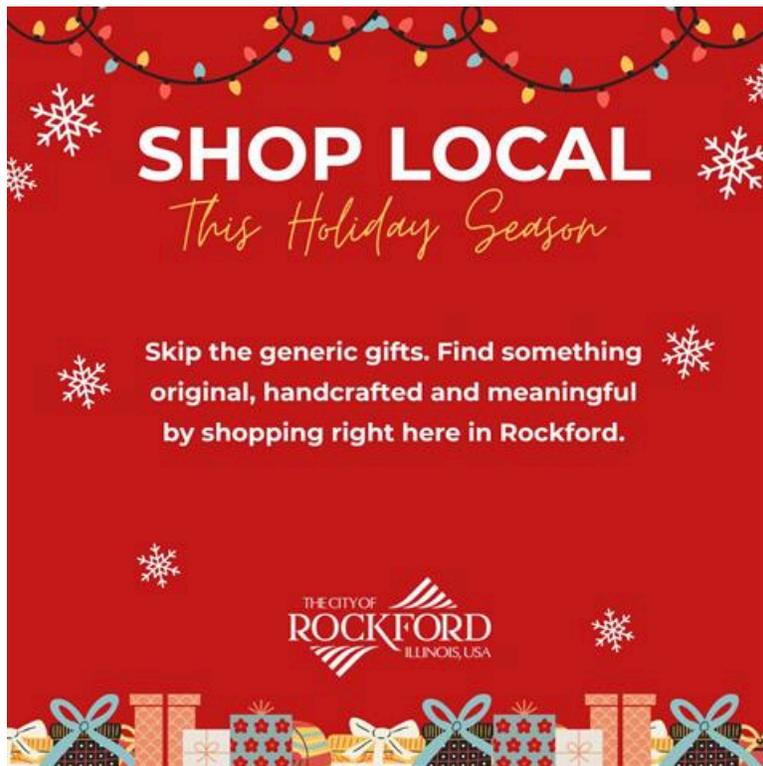
One Minute with the Mayor: Building What's Next

This will be the **largest infrastructure investment in Rockford's history**, with **more than \$140 million** going into our streets, bridges, water systems and neighborhood improvements in 2026 alone. These are the kinds of investments that make daily life better and set our city up for long-term success. Take a minute and give it a watch!



Shop Local, Rockford

When you support Rockford’s small businesses — our shops, restaurants and makers — you’re supporting neighbors, families and local jobs. Plus, you’ll find one-of-a-kind gifts you just can’t get anywhere else. This time of year, especially, choosing local makes a real difference. Let’s keep our dollars here and spread a little extra Rockford pride this holiday season.



Warm Holiday Wishes from My Family to Yours

As we wrap up the year, I want to wish you and your family a joyful holiday season and a healthy, happy New Year. Thank you for your continued support, your pride in our community and everything you do to make Rockford such a great place to call home. From my family to yours, warm wishes for a wonderful holiday and a bright year ahead.



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A copy of our report is on file with the Winnebago County Clerk, 404 Elm St, Rockford, IL. Tom McNamara, Democratic Candidate for Rockford Mayor. Paid for by friends of Tom McNamara.

Send to Friends of Tom McNamara
P.O. Box 1134
Rockford, IL 61105

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