GO DOWNTOWN

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July 15, 2009

Downtown Merchants,

I know everyone has been busy and was not able to attend the Summer in the City Music and Wine Festival information meeting. We want to get the information out on several issues regarding the event. This event is jammed packed with music, wineries, and interactive activities and will have appeal for all ages. We hope to bring 6000 to 10,000 people downtown!

1. SIDEWALK SALE. Are you participating? Our event hours are Aug. 15 noon to 10 pm (stores normal closing-unless you want to be open later) and Sunday noon to 6 pm. Last year numerous stores reported excellent sales (Christmas volume levels) and had the opportunity to move slow selling merchandise. Please let us know if you will be participating in the Sidewalk Sale. We need to know if you will be open on Sunday as well. Last year, stores reported Sunday sales equal to a normal week day. We will be doing two full page ads on the festival and if you would like to be in the ad, the Statesman is offering space at $75 an ad. RESTAURANTS may want to offer Summer in the City specials. We would be happy to post in the festival areas a listing of those specials. You may also advertise in the full page ads.

2. STREET CLOSURE is planned for Friday night Aug. 14 at 10 pm. Although we do not want to disrupt Friday evening business we need sufficient time to set the event. We will provide restaurants table tent cards if anyone would like.

3. FREE zones and PAY to ENTER zones. This year for several reasons we will be having paid admission to get into the three entertainment areas. On Saturday the fee is $10.00 for adults and $5.00 for 16 years and older with student ID. Sunday is $7.50 for adults or $15.00 for a two day pass. The one fee allows entrance to all three entertainment areas. $1.00 per adult ticket will be donated to Marion Polk Food Share. SIDEWALKS WILL BE OPEN. Side walks will be open to pedestrians the same as everyday. Hopefully, we will have lots of tables of merchandise and people shopping!

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4. The entertainment areas will be secured with link fencing and privacy fencing down a length on each side of the stages. The fencing and confined area will be in the street area not on the sidewalks. The Wine Pavilion was enclosed last year and the Beer Pavilion and Margarita Party Pavilion will also be secured for OLCC requirements.

5. Marketing is more extensive this year and we look forward to thousands of people being downtown having fun in the stores and streets experiencing our vibrant downtown. We have 21 wineries and a strong music line up. There will be a kids free zone and new this year is the Margarita Party Pavilion aka Margaritaville. Flyer attached.

6. Check out the web site at gosummerinthecity.info and call 503-318-7285.

7. VOLUNTEERS WELCOME. This is a huge undertaking and we need volunteers, 181 shifts throughout set up, event, and take down. Family and friends make great helpers! We will be hosting a sponsor and volunteer private concert Friday 14th at 8 pm. And, all volunteers get a really cool t shirt.

8. HELP ADVERTISE. We will provide you with bag stuffers and a pdf file of the ad to send on to your email customers.

Here is to a successful and fun weekend!
HOT TOWN…SUMMER IN THE CITY!!!!!

Thanks, Suzi.