



**Attention Downtown Business Owners!**

It is that time again! The holidays are fast approaching and members of the Downtown Business Alliance as well as City of Seguin Parks Department and Main Street staff have been hard at work planning this year's Holiday Stroll. Holiday Stroll in downtown Seguin will begin Thursday, December 3 with the Holiday Stroll Lighted Christmas Parade. Sip n' Stroll will follow on Friday, December 4, and North Pole Stroll on Saturday, December 5.

The city Parks Department will, as always, coordinate the Christmas parade and associated events in the park on Thursday evening beginning at 5:30 pm.

The Main Street program and the DBA team up to bring Sip n' Stroll and the North Pole Stroll to life. Lots of planning and coordination goes into these events by volunteers and city staff. Sip n' Stroll begins at 5:30 pm on Friday and businesses are asked to remain open to the public and serve hot cocoa from 5:30 pm until 8:30 pm. Additionally, there will be activities in and around Central Park during these hours, such as visits with Santa, entertainment in the bandstand, and food vendors around the park. There will also be horse drawn wagon rides around Central Park. On Saturday, family oriented activities, food vendors, and entertainment in the bandstand will be located in Central Park from 10:00 am to 4:00 pm. Santa will be on hand during these hours as well.

If your business has participated in Sip n' Stroll in the past, thank you! If not, please join us this year! All businesses, churches, and organizations are encouraged to serve cocoa on the evening of Friday, December 4. Space can be made available in the downtown area for any business, church, or organization not physically located in downtown that wishes to serve cocoa! Please reserve your spot as a "Chocolatier" by filling out the attached form and returning it, along with the \$25.00 fee, to the Main Street office by Friday, October 16.

The Downtown Business Alliance chooses artwork created by a local artist each year and designs a cocoa mug. This year's mug will feature the Texas Theatre drawn by Kitty Keller. Mugs will go on sale in participating businesses only beginning on Pecan Fest weekend (October 24). "Chocolatiers" will also receive recognition in advertising and in hundreds of programs that are printed and distributed for Holiday Stroll. Large posters will also be delivered to each participant

identifying the location as a "2015 Sip n' Stroll Chocolatier." In order to be a participating "Chocolatier," participants must agree to the following guidelines:

1) Sip n' Stroll mugs will be distributed by Kelly Shoenvogel on October 26 and 27. Each location selling mugs will get 6 at a time. If you would like to have more than 6, you will need to place a deposit on any additional mugs. After the initial 6 mugs are sold, money to include cash or check (no credit cards received) should be turned in to the distributor before additional mugs will be handed out. All mugs are to be sold at \$12.00 per mug.

2) A sample of cocoa must be provided to the judging committee by 5 pm on Friday, December 4. "Chocolatiers" will be provided a Tervis mug for your sample for the judges to keep the cocoa warm until the tasting. Location of the judging will be in Central Park, 201 S. Austin, at 5:30 pm. Categories for judging include:

- a.) Best Milk Chocolate Cocoa
- b.) Best White Chocolate Cocoa
- c.) Best Dark Chocolate Cocoa
- d.) Most Unique Cocoa
- e.) Most Creatively Named Cocoa
- f.) People's Choice

3) Cocoa should be served from 5:30 pm until 8:30 pm on Friday.

4) "Chocolatiers" who receive an award for their cocoa recipe on Friday are encouraged, but not required, to provide cocoa from 10 am until 4 pm on Saturday. All others are also encouraged, but not required, to provide cocoa on Saturday as well.

5) "Chocolatiers" are only required to provide cocoa. Visitors should carry mugs to be served cocoa. You only need to provide a tasting of the cocoa to visitors, not a full mug.

The DBA, City of Seguin Main Street and Parks Departments are very excited to kick off the 2015 holiday season with Holiday Stroll! Please take the time to fill out the accompanying form and deliver it with your \$25.00 registration fee to the Main Street office, 211 North River Street, as soon as possible in order to secure your status as a 2015 Sip n' Stroll Chocolatier. Any questions about the process can be directed to [seguinDBA@gmail.com](mailto:seguinDBA@gmail.com). We are looking forward to working with you!

Sincerely,

The Downtown Business Alliance of Seguin



2015 Sip n' Stroll Participant Form

Name of Business or Organization \_\_\_\_\_

Address \_\_\_\_\_

Location of Cocoa \_\_\_\_\_

Contact Name \_\_\_\_\_

Email \_\_\_\_\_

Phone \_\_\_\_\_

Will you sell mugs?\* \_\_\_\_\_yes \_\_\_\_\_no

Location of mug sales \_\_\_\_\_

\*All unsold mugs will be collected the afternoon of December 4 to be sold from Central Park by the DBA and Main Street during the evening of Sip 'n Stroll.

**\*\*\*Please make checks out to the Downtown Business Alliance of Seguin\*\*\***