



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 4 with the Holiday Stroll Lighted Christmas Parade. Sip n' Stroll will follow on Friday, December 5, and new for 2014, North Pole Stroll on Saturday, December 6.

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. Heritage Village will be decorated for Christmas and open for tours. 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 5. 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 17.

The Downtown Business Alliance chooses artwork created by a local artist each year and designs a cocoa mug. Stay tuned to local news to hear about this year's artist and the artwork selected! Mugs will go on sale in participating businesses only beginning on Pecan Fest weekend (October 25). "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 "2014 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 at The Paisley Patch. Each participant will be allowed to pick up 6 mugs to sell at their location beginning Wednesday, October 22. Mugs should NOT be sold until Saturday, October 25. A deposit will be collected at the time of pickup for more than 6 mugs. After the initial 6 mugs are sold, money should be turned in to the distributor before additional mugs will be handed out.

2) A sample of cocoa must be provided to the judging committee by 4 pm on Friday, December 5. Location of the judging will be announced closer to the date of the event. 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

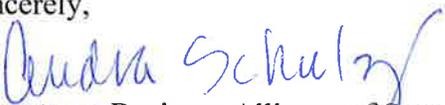
3) Cocoa should be served from 5:30 pm until 8:30 pm on Friday.

4) "Chocolatiers" who receive an award for their cocoa recipe on Friday should provide cocoa from 10 am until 4 pm on Saturday. All others are encouraged to provide cocoa on Saturday as well.

5) "Chocolatiers" are only required to provide cocoa. Visitors should carry mugs to be served cocoa.

The DBA, City of Seguin Main Street and Parks Departments are very excited to kick off the 2014 holiday season with Holiday Stroll! Please take the time to fill out the accompanying form and deliver it to the Main Street office as soon as possible in order to secure your status as a 2014 Sip n' Stroll Chocolatier. Any questions about the process can be directed to seguinDBA@gmail.com. We are looking forward to working with you!

Sincerely,


Downtown Business Alliance of Seguin



2014 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 _____