



NOTE: *Holiday Fest* is
DECEMBER 10th

2016 Theme “Olde Tyme Christmas”

Dear Portland Friends,

We can't believe another year has come and gone. Plans for this year's annual HOLIDAY FEST are already underway!

Holiday Fest is a wonderful time to showcase your business, products and services to the community. Let us help by participating in the annual window-decorating contest, snowball drop, and parade! On Saturday afternoon/early evening we will fill the downtown with festivities. We encourage you to be open, serve refreshments, feature sale items or even offer door prizes. Be creative! Other great ideas include; live music, make-it-take-it items, drink or happy hour specials, how-to demonstrations...the sky's the limit! Let your light shine.

Saturday, November 19st look for the return of the:

- ❖ **Window Decorating Contest** – Cash Prizes - \$150.00 first place, \$50 second place, \$50 third place. Use your imagination to capture the spirit of the season. Window Theme: “**Winter Window Wonderland**” Windows must be completed by Saturday, November 19st for 6:00 pm judging.

Saturday, December 10th we welcome families to enjoy:

- ❖ **Ice Sculptor** – carving on Kent St. -- 2:00 - 5:30 pm
- ❖ **Chestnut Roasting** -- on Kent St. -- 2:00 - 5:30 pm
- ❖ **Snowball Drop** -- 2:00 pm on Maple Street, in front of the theater.
Watch as a 1,000 “snowballs” fall from the sky, and drive customers directly into your business! 50 “snowballs” per business, redeemable for a prize of your choice. Collect emails for future advertising and reward one special shopper with a “grand” prize by drawing from the collected names. (Open to any Portland business. Balls redeemable Dec. 10 – 14 only)
- ❖ **Horse & Wagon Ride** with Rudy and Mary Yoder, 2:00 - 5:00 pm
- ❖ **Eggnog Contest** – Businesses compete for the coveted “Egg Nog Trophy”, 2:00 – 5:00 pm
- ❖ **Luminary Lane** – Kent Street
- ❖ **Business Open Houses** – 2:00 – 6:00 pm
- ❖ **“Olde Tyme” crafts and activities** throughout the downtown / **Wreath Making Workshop**
- ❖ **HolidayFest Light Parade** -- 6:00pm Sign-up: www.portlandmainstreet.org
It's time to get those floats ready! Contact the Main Street office for details at (517) 647 5027.
- ❖ **Lighting of the City Christmas Tree** in Scout Park / Window & Eggnog winners announced
- ❖ **Caroling** around the tree, led by Rob Urie & Mt. Hope Church singers
- ❖ **Christmas Gala** - Ionia & Portland Community Orchestras – 7:30 pm in the Portland Playhouse.

****Plus**, become a **Participating Business** to receive a block advertisement in the Review & Observer Holiday Fest full page feature for just \$75.00! You'll be listed in the schedule of events, flyers at Tom's Food Store, bag stuffers at downtown businesses, on posters across Portland and surrounding communities. That's \$1,000's of dollars of opportunity for just \$75.00!

Tell us how you'd like to take part by completing the form on the next page and returning it to City Hall or Fabiano's no later than Wednesday, November 16th.

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Holiday Fest 2016 Participating Business Form

(Please return the completed form to Portland City Hall by Wednesday, November 16th)

Name of Business: _____

Contact Person: _____

Email: _____ Phone: _____

Business Address: _____

(Check all that apply)

_____ Yes, I will be participating in the → **WINDOW DECORATING CONTEST – Nov. 19th** (note date)
Theme: **“Winter Window Wonderland”** \$150.00 first place,
\$50 second place, \$50 third place
(Window judging -- Saturday, November 19th at 6:00 pm)

_____ Yes, I will be participating in the → **SNOWBALL DROP**
Saturday, **December 10th**, 2:00 pm

_____ Yes, I will be participating in the → **EGGNOG CONTEST**
Saturday, **December 10th**, 2:00 – 5:00 pm

_____ Yes, I would like to sponsor the → **CARRIAGE RIDES** with a sign promoting my business
1 sign (6 spaces available) \$125.00
2 signs (one on each side, 3 Spots available) \$250.00
Exclusive Sponsorship \$700.00
*Includes Parade, **Dec. 10th**, 6:00 pm – Santa and elves ride

_____ Yes, I want to be listed as a → **PARTICIPATING BUSINESS** with color advertisement in the
Review & Observer ~ COST \$75.00

What activities will you be hosting on *December 10th* (2:00 pm – 5:30 pm)

*Ideas: refreshments, live music, special offers, door prizes, advertizing bling. . .
Olde Tyme activity ideas: candle dipping, tin punch ornament, cookie decorating. . .*

Detail them below for inclusion on the **official HolidayFest 2016 Schedule of Events:**
Saturday, December 10th (please include hours of operation for your business):



“Winter Window Wonderland” coming to downtown Portland!

Dear Building Owner,

Fall is upon us and school is back in session! That means the Portland Main Street Promotions and Marketing Committee is already hard at work planning our next community event, Holiday Fest!

The holidays are a special time of year for Portland. Our downtown can be so transformed by a gentle snow, that it is easy to imagine the streets as they were over 100 years ago, when the streetlights were gas and cars were carriages. With that, we announce our theme for Holiday Fest 2016 will again be "Olde Tyme Christmas" and we invite you to help us turn downtown Portland into a *Winter Window Wonderland* by participating in our annual window decorating contest on Saturday, November 19th!

Your store front is unoccupied at this time? You have a window, but don't feel like decorating it yourself? No problem, Portland Main Street can help match your store front window to a business, community group, or church for decorating. Participants will be eligible for cash prizes and our goal is to have every store front, occupied or vacant, decorated for the period of November 19th to January 8, 2017!

Do you have an empty window that you'd like decorated -- or are you with a business or organization that would like to decorate, but have no window?

Participation is easy, just call 517-647-5027 by November 5, 2016 and say "yes!" A Main Street volunteer will contact you with details! We even have a Visual Merchandising Specialist who will help plan and design window themes for a minimal fee!

We hope look forward to hearing from you!

Shelley Perry

Portland DDA/Main Street Director

ddamainstreet@portland-michigan.org

517 647 5027