



Wednesday, October 05, 2016

Honorable Mayor and Town Council,

As you know, the WinterFest parade was approved by the Council at the July meeting and will be held on Saturday, January 28<sup>th</sup>. At the time of the date request, details of the parade were left open for future consideration.

The Chamber is requesting that the parade be held at 5:30 pm. This timing will have the least negative impact on retail stores on Main Street and will offer the opportunity to test an evening parade which might be a beneficial test for consideration of parade times in the future.

Additionally, the Chamber is requesting a shared expense model for the parade as both business and government benefit from the WinterFest event. We propose that the Chamber pay for the greatest portion of the parade's expense which is hiring 11 off duty police officers to handle the event at an estimated cost of \$1200. We are requesting that the Town's Parks and Recreation staff handle the registration and management of the parade. The Chamber will also recruit volunteers to assist with crowd management (i.e. keeping the kids out of the parade path) and picking up parade generated trash off the streets.

If the Town does not find this an acceptable proposal, the Chamber is prepared to run the parade event if necessary. This is not optimal as we have many more responsibilities that same day with only three staff.

The Chamber is grateful for the continued partnership with the Town of Blowing Rock in providing this event for the enjoyment of the residents and visitors. It is estimated that this event brings 3,000 people into downtown to shop, dine, and stay in our hotels.

Thank you for your continued support of the Chamber's events.

Respectfully,

A handwritten signature in blue ink, appearing to read "Charles Hardin", is written over a circular stamp or watermark.

Charles Hardin  
President / CEO

Blowing Rock Chamber of Commerce