



Monday, November 07, 2016

Honorable Mayor and Town Council,

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

At the October Council meeting, the council approved the parade to be held at 5:30 pm and further agreed that the Chamber will pay for the police coverage and that Parks and Rec will administrate and direct the parade.

Tonight, we are requesting that we move the parade to Friday, January 27<sup>th</sup> at the same time. After further consultation with our parade partner, Appalachian State, this is thought to be a better time. Everything else in the agreement will remain the same. We believe the impacts on the retail merchants will be minimized as well.

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 WinterFest 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, which appears to read "Charles Hardin". The signature is written in a cursive style and is positioned above the printed name and title.

Charles Hardin  
President / CEO  
Blowing Rock Chamber of Commerce