



Stockbridge Area Chamber of Commerce January 7th, 2021 P.O. Box 310
Stockbridge, MI 49285

To Stockbridge Downtown Development Authority,

Thank you so much for your co-sponsorship to help with "A Day in The Village (ADIV)" and "Festival of Lights (FOL)" events every year! Your support helps the Chamber provide the businesses downtown and around Stockbridge with events that will outreach to the community and promote family fun and interaction along with trade and information about new and upcoming small businesses. As you are aware, due to the pandemic, 2020 was an unexpected year for everyone. We unexpectedly cancelled the "A Day in The Village" event and therefore, returned your sponsorship donation in good faith. In spite of those challenges, we were still able to support the businesses with Small Business Saturday and provide the community with a little bit of spirit and safe options for a scaled down version of "Festival of Lights" for 2021. Covid-19 is still creating challenges, but 2020 taught us that together we can still be creative and work within the safe guidelines to help promote our businesses and community. Below are the dates for this year's events, along with some of the activities that your generous sponsorship helped support in the past and some that we were able to do safely in 2020.

ADIV (A Day in The Village) Friday June 18th & Saturday June 19th 2021 Arts and Crafts Booths, Food, Fireworks, Fun Interactive Contests, Clowns, Live Music, Children's Trackless Train Ride, Children's Blow Up Bounce Houses and other Rides. 5K Run/Walk, Pet Parade, Free Bike Giveaway, and many other activities

FOL (Festival of Lights) & Small Business Saturday, Saturday November 27th, 2021 Activities for Small Business Saturday, which we purchased an app in 2020 called "Goose Chase" that was very successful to help the community interact with the businesses for a two week time period leading up to Small Business Saturday. Gingerbread House Contest, (which was virtual in 2020 and very successful with 25 entries), Ice Sculptures, Light Show which is very popular and can be built up to be larger and more spectacular as either a walk thru or drive thru. along with use of radio. We used 92.7 FM for assistance with music and DJ Phatboys assistance as well. along with a drive thru by the bowling alley of Stockbridge so folks could get local food and enjoy a show. We did have tree sales. Tree Gala, Tree Lighting, Food, Christmas Carolers, Children's Crafts, Horse Drawn Carriage, Wood Carver, Blacksmith, Live Reindeer and the Light Parade amongst other options, with our first Hometown Christmas Light Up Contest! (house decorating) Hot Chocolate and Cookies and of course Santa & Mrs. Claus who safely visited the bank this year.

We included the Stockbridge Downtown District Authority on: flyers, brochures, posters, newspaper ads, banners, yard signs, WLNS Channel 6 Local News and WILX Channel 10 Local News and the Stockbridge Area Chamber of Commerce's Facebook page. and website. For 2021, we are improving our website directories and will be including more media exposure for these events.

We would like to again ask for your sponsorship of \$7,000 for A Day in the Village and \$2,500 for Festival of Lights for the 2021 year of events.

Thank you for your consideration, The 2021 Stockbridge Area Chamber of Commerce Board Members

Open Air Market of Stockbridge every Friday May 7 through October 29 (26 weeks) will be held on the Stockbridge Township square from 4 pm to 7 pm.

From May 7 through August 27 we will hope to be able to bring live local musicians to play from 5:30 to 7 pm.

In 2020 we more than doubled our patrons and vendors sales were extremely good. Every week vendors commented how many new people had come - again!

When we brought the music back, patrons brought their own chairs and we had audience sizes over 40+ just listening to the music.

People told us they traveled from Ann Arbor, Plymouth, Lansing and more to attend our market.

When in town, patrons often buy food at Medina's or a pizza shop to eat while enjoying the music. They bought snacks and drinks from Muggs and Bopp, and would get coffee and food if the Diner or Cravingz were open.

Budget requested: \$500.00 minimum for Market Music. 2020 SDDA also donated an extra \$1,000 for Market Bucks program through Stockbridge Community Outreach. We actually dispersed \$1,103.

All Clubs Ride Sunday May 2, 9 am to noon +

We serve coffee and donuts purchased from Cravingz from about 9 am until we run out. In past years we have had between 350-500+ motorcycle riders come to town to gather on the square as the first event of the riding season.

It highlights the friendliness of Stockbridge towards motorcyclists, they come back to ride the fine roads, eat, gas up, buy water and energy drinks at gas stations. A group from Birmingham rides out every Sunday for coffee at Cravingz when possible.

As this event ends early, they often go looking for a lunch at a local eatery (hoping they are open back up in 2021).

Budget requested: \$500.00 for coffee, donuts (Cravingz), supplies, advertising (Main Street Printing) and artwork, and porta toilet.

All Clubs Day motorcycle show Sunday September 19 noon to 4 pm on the square.

The day actually starts about 9 am when exhibitors start to arrive to set up and go eat breakfast at the Stockbridge Presbyterian Church hall which starts at 8 am. Breakfast ends at noon.

In the past, the Lion's Club sold a pulled pork lunch, but in 2019 we had 2 food trucks come to do BBQ and Kebobs. (Lion's lost membership and enthusiasm for the gig!).

Over 250 motorcycles are displayed on and around the square. Several roads are blocked off for spectator parking. On a good weather day, we can expect from 2,500 to 3,000+ riders to come in for the show from all over Michigan, Ohio, Ontario and other states.

Every restaurant, gas station and store that is open has one of their best days of the year - or their best according to Stockbridge Diner and Cravingz.

Budget: \$1,600 for supplies, artwork, advertising (Main Street Printing), porta toilets, postage, insurance (Abbott & Fillmore Agency).

Suzi