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**Date:** September 2, 2009  
**To:** Members of the Main Street Monroe/Downtown Development Authority  
**From:** Andrea Jones, Main Street Manager  
**Re:** Holiday Kick-Off Weekend Budget Request

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The organization of this year's tree-lighting and holiday season kick-off is well underway. This year we are planning a retail event on Saturday that will bring families into the shops and restaurants. Friday night is the usual tree-lighting from 6:30-9:00pm with wagon rides, free pictures with Santa in the Monroe Bank & Trust Headquarters lobby, live music, a special guest, characters passing out candy, the lighting of the tree and more. Saturday will include the Little Shoppers event with participating businesses having a \$10 and under table for kids to start off their holiday shopping. Kids will also have the opportunity to have brunch with Mickey, Minnie and friends at participating restaurants. In addition to the cost of these events, we are looking at doing a co-op advertisement in the Monroe Evening News, as well as additional advertising.

The Downtown Monroe Business Network has sponsored this year's event for \$1,000.00 (the same as they have sponsored in the past). In recent years, the MSM/DDA has sponsored the event for \$1,750.00. Given that there will be additional advertising this year as part of an overall holiday advertising campaign, **I am requesting that the MSM/DDA allocate a budget of \$2,500.00 for the Holiday Kick-Off Weekend event and advertising.** The Promotion Committee does have the requested amount available in their budget, though they did not have quorum at their last meeting to officially vote. As the Chairperson of the Holiday Kick-Off Weekend event, I am requesting this budget so that ad sales and additional planning can move forward.

Thank you.