



As we begin what can only be an outstanding 2019, it is time to start planning the 16<sup>th</sup> year of Stroll the Streets. The first Stroll the Streets will be June 14 and will run every Friday evening through August 30, 2019.

Stroll the Streets is one of Boyne City Main Street's signature events for our community – enjoyed by thousands of residents and visitors. Stroll the Streets is the perfect opportunity to display the friendly and welcoming community that is Boyne City. The positive image this event creates is invaluable to us all and impossible to put a price tag on.

Thousands of people visit downtown Boyne City during the twelve Friday evenings throughout the season to dine at our many restaurants, shop in our stores, enjoy ice cream, dream about a second home – and come back the next day, next week, or next year to do it again.

While it is difficult to understand the direct impact to each of us, just doing simple math tells a great story. What if 1000 people spent an average of \$20 every Friday night for twelve weeks and just 5% was at your business? That is \$12,000 in sales.

Last year, over 75 bands were hired throughout the season with an investment of \$16,000 to entertain the crowds.

That success is because of you! Your contribution makes Stroll the Streets possible. We thank you for your past support, and we hope we can count on you to help again this summer. With your investment in Stroll the Streets you are supporting a great event, and we will recognize your support to the thousands of people visiting our businesses and strolling our streets. Please review the attached information to see how you can support Stroll the Streets.

For planning purposes, we are asking you to let us know your level of support by May 3, 2019 by returning the enclosed sponsorship form. **Payment is not due until July 1, 2019.**

Thank You.  
Boyne City Main Street  
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