

Sept. 13, 2023

Attention Business Owners!

Members of the Seguin Downtown Business Alliance as well as City of Seguin Parks Department and Main Street staff have been hard at work planning this year's Holiday Stroll. This year's schedule includes:



Thursday, Nov. 30	Lighted Christmas Parade (Begins at 6:30 pm)
Friday, Dec. 1	13th Annual Sip 'n Stroll (6 to 9 p.m.)
Saturday, Dec. 2	10 th Annual North Pole Stroll (10 am – 2 pm) & Jingle Bell Run 5K (8:30 a.m.) Shoebox Parade (11 a.m.)

Calling all Chocolatiers!

Cocoa Sip n' Stroll begins at 6 p.m. on Friday and businesses are asked to remain open to the public as well. Activities in and around Central Park will include visits with Santa, photo opportunities, entertainment in the bandstand, and food vendors around the park.

If your business has participated in Sip 'n Stroll in the past, thank you! If not, please join us this year! All businesses, churches, and organizations are encouraged to serve cocoa the evening of Friday, Dec. 1, 6 - 9 p.m. Space can be made available in the downtown area for any business, church, or organization not physically located in downtown that wishes to serve cocoa!

- **Registration Form & Payment to participate as a Chocolatier is due by Nov. 6.**
- **\$30 for DBA members and not-for-profit organizations and \$40 for non-members.**
 - **Payment should be payable to DBA of Seguin and submitted to the Seguin DBA, 208 S. Austin St., Seguin TX 78155.**

Please see attached Chocolatier Notes for more specific information. Any questions about the process can be directed to holidaystroll@downtownseguin.com. We are looking forward to working with you!

Sincerely,

Dana Hall
President, Seguin DBA
You're So Crafty
(830) 379-0730
holidaystroll@downtownseguin.com
Downtown Business Alliance of Seguin





Chocolatier Notes

Chocolatier Orientation:

- **Thursday, Nov. 9, at 8:30 a.m.** at You're So Crafty, 208 S. Austin St.

Participation Requirements:

- **Cocoa should be served from 6 to 9 p.m on Friday.**
- Provide a 2 oz tasting per guest.
- While we recommend that everyone who participates in the tastings use our commemorative mug, it is not a requirement. Chocolatiers should provide styrofoam cups for those without a mug.

**** Temporary Food Permit:** All Chocolatiers without a food establishment license MUST apply for a Temporary Food Permit at an additional cost of \$25. The permits must be processed online. Here is the link to the City of Seguin for the application:

https://eportal.seguintexas.gov/energov_prod/selfservice#/home.

You will first need to **register**, then click on **Apply** and search for **Temporary Food Permit**.

*If you have questions regarding the Temporary Food Permit, please reach out to **Environmental Health at (830) 401-2432 or (830) 386-2214.** You will be required to display the permit during Sip 'n Stroll. Cocoa MUST be prepared on-site ***

Mug Artwork:

- The Downtown Business Alliance chooses artwork created by a local artist each **year** and designs a cocoa mug. This year's mug will feature **St. James Catholic Church**. The artist this year is Robin Walker.

Advertising:

- Chocolatiers will receive recognition in Event Programs and Social Media.
- Programs will be distributed to Chocolatiers, who will also receive a Poster identifying you as a 2023 Sip 'n Stroll Chocolatier.

Mug Sales:

- Oct. 28 – Mugs sold at Pecan Fest in Downtown Seguin.
- If you want to sell mugs at your location, you must pick up from You're So Crafty and pay for each full case in advance.
- Case price is \$218 and must be prepaid with cash or checks. *No refund for your unsold mugs.

Judging:

- Pick up a Tervis mug at Chocolatier Orientation Nov. 9. Tervis mugs should be picked up no later than Nov. 20.
- Drop off your Cocoa Sample in Tervis for judging by 5 p.m. Friday, Dec. 1, to the **Seguin Main Street office, 200 S. Austin St.**
- When turning in your cocoa, be prepared to provide a name if you want to be entered into the "Most Creatively Named Cocoa" Category.
- Categories for cocoa judging are:
 - a.) Best Milk Chocolate Cocoa
 - b.) Best White Chocolate Cocoa
 - c.) Best Dark Chocolate Cocoa
 - d.) Most Unique Cocoa
 - e.) People's Choice via Online Survey

Happy Chocolatiering!

2023 Chocolatier Participant Form



Name of Business or Organization _____

Mailing/Physical Address _____

Serving Location of Cocoa _____

Cocoa Name and Category _____

Are you a DBA member? _____ yes _____ no*

\$30 for Members and non-profit organizations

\$40 for non-members

*Annual Membership is only \$125 and there are many reasons to join! (Downtown Improvement and Beautification efforts, Joint Marketing Initiatives, working with fellow entrepreneurs, warm feeling in your heart).

Yes! I'd like to join!! \$125 Annual DBA Membership Dues (Membership Application attached)

Contact Name _____

Email _____

Phone _____

**Please make checks out to DBA of Seguin and send or deliver to
You're So Crafty, 208 S. Austin St., Downtown Seguin.**

Deadline is Nov. 6. No late entries allowed!

Internal Use:

Application Rec'd Date: _____ Payment: _____ Check _____ Cash _____

Copy of Food Permit Rec'd _____ Receipt Sent _____



Downtown Business Alliance of Seguin Enrollment

Hello! Welcome to the Downtown Business Alliance of Seguin (DBA). This organization was created by a group of business owners in Seguin and the surrounding area who recognize that a commitment to showcases our historic downtown, vibrant business, and entertainment is key to growth and success for us all and our thriving community!

We are here as a resource for you. Our mission is to promote and maintain a thriving Downtown. We do that by producing great events that bring people downtown, marketing downtown as an exciting, desired destination, and managing downtown maintenance programs that keep our downtown clean, safe and attractive.

Membership Enrollment Form

Company Name:	
Primary Contact:	
Business Address:	
Mailing Address:	
Business Phone:	
Email Address:	

Membership Dues

- Business Membership \$125** – This membership covers 1 business entity and includes a listing on the website.
- Friend of the DBA of Seguin \$75** (Individuals, non-profit organizations)

Mail or deliver checks to DBA Treasurer Bob Pickett at 110 N. Austin St., Seguin TX 78155 or call (830) 379-0730 to pay over the phone.

Website Directory and Membership Category

- Antiques/Home Décor
- B&B/Hotel
- Retail
- Children/Education
- Dining/Entertainment
- Insurance
- Non-Profit Org.
- Professional Services
- Salon/Health and Wellness
- Event Venue
- Real Estate
- Financial Services

Your business will be listed on the DBA of Seguin website under a membership directory which will show your address, phone number, and will feature a link to your website. Please provide your website address for membership and promotions on your website.

Website Address _____

I authorize the DBA of Seguin to share my contact information on the organization’s website and directory. (Note: Your information will not be shared or sold for solicitation purposes.)

Welcome aboard! You are now a member of DBA. What are your next steps?

Committee Involvement

You are one step closer to being involved and supporting our growing Seguin Downtown. We would love to have you serve on one of our committees. Which of the following are you interested in supporting?

- Right now, I would love to help with a committee, and I am willing to lend my talents and help with a specific area of the organization. *(Select all that apply at the bottom of this page)*
- As of today, my schedule only allows me to commit to attending events and supporting events as time permits.

Committees

If you are ready to get moving and help our organization grow, here is a list of the current committees you can join: Ongoing Committees

- Membership Services & Retention
- Cocoa Sip n Stroll, North Pole Stroll & Jingle Bell Run in Central Park
- Marketing - includes Third Thursday promotions / Shop Local Year-Long Campaign / General Downtown Marketing

Benefits of your Membership

- ❖ Collective advertising
- ❖ Opportunity to participate in select DBA advertising
- ❖ Ability to submit your events for posting to the Official DBA Calendar
- ❖ Ability to submit your events/notices for DBA Email campaigns
- ❖ Opportunity to participate in the downtown 'We're Open' banner program
- ❖ Third Thursday promotions
- ❖ Ability to belong to a collaborative network of business owners to promote the success of downtown with other local entities (Seguin Chamber, City of Seguin, Guadalupe Country, etc.)
- ❖ Partnership with the Main Street Office
- ❖ Discounts on printing at Guadalupe Printing Solutions
- ❖ More benefits to come as we grow . . .

Internal Use:

Join Date _____ Amount Paid _____ Check _____ Square _____

Cash _____ Receipt & Welcome Sent _____