

2015 Historic Wilmington Holly Jolly Holiday Stroll

Overview: To usher in the holiday season, several Downtown entities are collaborating to host the inaugural **Historic Wilmington Holly Jolly Holiday Stroll**. As the organizers of this event, the Residents of Old Wilmington (ROW), the Wilmington Arts Council (WAC), Wilmington Downtown Incorporated (WDI), Downtown Business Alliance (DBA) and the Bed and Breakfast Association (B&B) collectively conceptualized, planned and will manage this holiday event to provide an affordable, family friendly attraction for residents and out of town visitors.



Description: This inaugural event will take place December 11 and 12, 2015 and will feature a wide range of holiday sights and activities. The stroll is designed to showcase all that the Cape



Fear Region offers. Participants will be able to stroll throughout Downtown and visit shops in an “open house” setting with merchants providing refreshments and holiday gift ideas. Street musicians and local choral groups will be strategically placed along the way to entertain visitors. Over 30 businesses are expected to enter a window decorating contest for all to see and enjoy. Activities will also take place along America’s Best Waterfront (according to the *USA Today*). Visitors can also delight in festive decorations that will adorn historic homes in Downtown. Oh, did we mention Santa? He will be there too.

Goal: The Holly Jolly Holiday Stroll is a two day event designed to promote Downtown as a holiday shopping and entertainment attraction. Similar to the highly successful Fourth Friday Art Walk, this free event will encourage attendees to walk from place to place to experience the holiday sights and sounds. Unlike other street fairs, the emphasis is on supporting locally owned and operated shops and attractions and no vendors hawking trinkets will be participating.



Capacity and Know-How: All of the groups involved have extensive event management experience. This combined expertise will ensure a quality and well-managed activity for all to enjoy. Subcommittees were formed in February 2015 and over a dozen volunteers are hard at work. The City of Wilmington will also provide support with facilities and permitting.

Sponsors: As a first time event, the **Historic Wilmington Holly Jolly Holiday Stroll** is focused on providing an authentic experience for local residents and visitors to the region. With an expected attendance of 20,000 people, sponsors have an opportunity to become affiliated at an affordable and cost effective rate. As the event grows each year, sponsor packages will only increase in the future. Sponsors will also benefit from significant media coverage for this first time event along with a strong social media presence with over 8,900 fans.

You Can Help: Organizers are now negotiating with prospective sponsors to launch the event and expand it in the future. Note that WDI is designated by the Internal Revenue Service as a 501(c)(3) tax exempt entity and donations and sponsorships may be tax deductible. Given the strong expected attendance and interest, the organizers are confident that this event will quickly become the highlight of the holiday season. Now is the time for sponsors and donors to act in order to connect with this lively holiday activity.

For sponsorship information: contact Ed Wolverton at 910-763-7349



Local residents and area visitors will stroll between shops and attractions and enjoy an open house feel



Musicians and other sights and sounds will provide free entertainment along the way



Street decorations will delight all who attend in both commercial and residential areas



The man of the hour will arrive in style at this free, family friendly event