



Dear Holiday Village Stroll Participant,

The Stroll committee of the Lake Placid Business Association is working hard on plans for the seventh annual Holiday Village Stroll weekend December 11-13, 2015. ***We are counting on your participation again this year.***

The deal with the Shopping Dollars remains the same: you accept them like currency, submit them to the LPBA at the end of December, you will be reimbursed at 90 cents on the dollar amount. If you have never accepted Holiday Shopping Dollars before, please see attached shopping dollars brochure and feel free to send me any questions you may have.

The FREE advertising your business receives through this program is a benefit of your membership in the LPBA.

Your business will be marketed in the following ways:

- A piece specific to retail and restaurant promotions will be created and distributed before and during the stroll at the Visitors Bureau, hotels and various businesses around town.
- Each business includes a promotional piece that is added to the Stroll Welcome Bags given to all guests who sign up for a Stroll Package at a participating lodging member.
- Each of the Holiday Village Stroll Shopping Dollars lists the participating businesses on the back side.

What do you need to do?

- Design your Stroll weekend promotion and email us what that is by November 7th.
- Prepare and deliver your promotional piece (150 copies if possible) to me at the Golden Arrow for inclusion in the welcome bags by the end of November.

The Village Stroll is a wonderful example of our business community working together to drive more activity at an otherwise quiet time of year. The more lodging, restaurant, and retail businesses that participate, the more attractive the Stroll experience can be for our visitors as well as for the community at large.

If you have participated in the past please get back to me if you do NOT plan on participating this year. If you have never participated in the past please let me know that you are “in” for this year. We would like to be able to distribute the promotional piece with your stroll promotion earlier this year so please have your “deals” to me by November 7th. I will send out another email to remind you before then.

On behalf of the entire Holiday Village Stroll Committee, thank you for your continued support of this event.

Cheers,
Olivia Zeis
Chairman, Holiday Village Stroll
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**LAKE PLACID
BUSINESS ASSOCIATION**

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