

Your Chamber Needs Your Help!!

The Greater Eureka Springs Chamber of Commerce, in partnership with the City Advertising and Promotion Commission, is actively working to promote tourism for this holiday season. Thanks to these organizations, the City of Eureka Springs has seen the holiday season grow annually. The events that are organized and promoted by the Chamber and the City Advertising and Promotion Commission bring substantial amounts of tourist revenue to all who live and work in Eureka. Unfortunately, finding sufficient funding is difficult so the Chamber is asking for your help in continuing the success and tradition of Christmas in Eureka Springs.

***“Dickens of a Christmas”* draws thousands of tourists into Eureka and provides them a chance to experience the Victorian life style we Eureka are fortunate enough to be surrounded by year round. Kicking off the 2006 season is *“Celebration Weekend.”* The Chamber and the CAPC have joined hands with the State of Arkansas to assist in bringing in both travel writers and group planners who have the ability to share our gem of a town with the rest of the world. *“Celebration Weekend”* begins with the best Christmas parade in Arkansas and carries into the *“Candlelight Tour of Homes,”* the Historic Museum’s *“Christmas Ball”* and concludes with the kid’s favorite – *“Santa’s Brunch”* in the Crystal Dining Room at the Crescent Hotel on Sunday, December 3rd.**

Attached you will find a list of activities that are scheduled. Highlighted in bold print are activities directly produced through the Greater Eureka Springs Chamber of Commerce. You will notice that these events require capital to promote but are profitable for our shops, restaurants, and lodging properties. Your town needs your help to raise money to insure the tradition of Christmas in Eureka can continue for years to come. As with all activities, funding is tight and the burden to produce these events falls 100% on the Chamber.

To assist in paying this expense, your Chamber has identified a fun event to be held in Basin Park on Saturday, December 2, as a part of *“Celebration Weekend”* and one that will both serve as an attraction and an event to raise the necessary funds to produce the festival. Labeled *“The Holiday Art Auction & Christmas Sale,”* we envision an entertaining event dressed in Victorian attire and complete with Snake Oil Salesman and Santa Claus. The event will be held from 1 – 3 PM and will include a live auction of art and a silent auction "styled" area surrounding the live activity.

How you can participate in “Celebration Weekend”–

- 1. We would like to encourage all businesses in the downtown district to dress in Victorian Style the weekend of December 1 – December 3. Celebrations & Traditions, a local vintage apparel shop, will assist with costuming for those needing help. The CAPC has offered to cooperatively assist in the expense for those businesses participating in the district. By agreeing to cooperatively fund the Victorian costuming in downtown Eureka Springs, the CAPC has graciously volunteered to absorb half the cost (up to \$20.00) of costume rental necessary for those participating. Costumes are limited as is cooperative consignment money to participate.**
- 2. We are asking that each Chamber member donate one auction item of significance that can be sold at “The Holiday Art Auction & Christmas Sale” on December 2. When deciding on a donation, please consider an item or donation that is valued at \$100 or above.**

A minimum reserve amount will be set for each auction item. When an item is auctioned-off for at least the reserve amount established for that item, the company or person donating the item will receive the reserve amount for that item. Any amount over the reserve amount will be used by the Chamber to offset Christmas event expenses and support Economic Development specifically.

Items that do not receive bids equal to the minimum reserve will be returned to the donor.

Donors also have the option to donate the minimum reserve proceeds to the Chamber.

An example of how the auction works is below:

- XYZ Art Gallery & Studio donates an original oil painting worth \$850**
- A minimum reserve is set for \$850 for the auction**
- The painting is auctioned for \$1,000**
- The XYZ Art Gallery & Studio receives \$850 from the proceeds of the auctioned item**
- (The XYZ Gallery & Studio has the option of donating the entire proceeds of the sale to the Chamber)**
- The Chamber of Commerce receives \$150 from the proceeds of the auctioned item. \$75 is applied toward Chamber sponsored Christmas events, \$75 is applied toward the Economic Development fund of the Chamber.**
- OR – the item does not sell at auction for the minimum reserve established. The item is returned to the XYZ Art Studio & Gallery.**

Everybody Wins!

Enclosed is a form entitled "Holiday Art Auction & Christmas Sale" that can be filled out and returned to the Chamber informing us of your donation plans. By filling out the enclosed form and returning it to the Chamber as soon as possible, you will be helping to ensure a successful holiday for all businesses in Eureka Springs this year and into the future.

3. We are also encouraging our local businesses to help make this year's Christmas parade bigger and better. To do this, we are asking that our community members develop and construct a float and/or participate in the Christmas parade. Remember, it is the Christmas events that bring tourists to town during the holiday season. A float entry form is enclosed and must be returned by November 27th to the Chamber office in order to be eligible for prizes.

Other Areas in which you can participate in a "*Dickens of a Christmas.*"

December 18 – December 24th

THE EUREKA SPRINGS CHRISTMAS SALE

Free One-Hour Parking on Spring & Main Street Monday thru Thursday during the month of December, 2006.

NEW YEAR'S EVE CELEBRATIONS

List your New Year's Eve events with a link from your website to the festival page. (e-mail Karen@eurekasprings.org) to request a link).

HOLIDAY PHOTOS

If you would like to submit your digital holiday photos for future holiday promotion, please send them to karen@eurekasprings.org.

Proceeds from the "*The Holiday Art Auction & Christmas Sale*" will be divided equally and go directly to the Eureka Springs Christmas Festival and the Economic Development Fund of the Chamber of Commerce. We are not asking a lot, but your participation is essential to ensure the continued success of the Eureka Springs Christmas effort.

Sincerely,

**THE GREATER EUREKA SPRINGS
CHAMBER OF COMMERCE**

**Jeff Feldman
President**

Holiday Art Auction & Christmas Sale

Name of Business _____

Donation _____

Value _____

Please produce the certificate on Chamber of Commerce stationery. **Yes**
_____ **No** _____

I will drop off the donation at the Chamber office. _____

(Signature)

(Date)

A Very Merry Christmas, A Very Happy Holiday In Eureka Springs

A Summary:

Included in this packet:

1. Summary letter – 1 pg.
2. Detailed Packet – 3 pg.
3. “Holiday Art Auction and Christmas Sale” Donation Form – 1 pg.
4. Christmas Parade Entry Form – 1 pg.
5. Christmas and Holiday Schedule of Events – 3 pg.

- The Greater Eureka Springs Chamber of Commerce, The City Advertising and Promotion Commission, The State of Arkansas, The Great Passion Play, The Eureka Springs Preservation Society, Paper Moon Attractions, Celebrations and Traditions, Pine Mountain Jamboree, Ozark Mountain Hoedown, Turpentine Creek and numerous churches and businesses have teamed together for a spectacular string of events in celebration of the Christmas and holiday season.
- Media, travel writers and group travel planners, in addition to many tourists are expected to attend these events, generating much publicity and return visits.
- A list of holiday related events in November and December is included, with directly sponsored Chamber events highlighted.
- “Celebration Weekend” begins Friday, December 1, with the best Christmas parade in Arkansas and “Love ‘n’ Jazz for Christmas” at THE AUD. Saturday events feature “Santa in the Park,” “The Holiday Art Auction and Christmas Sale,” the “Candlelight Tour of Homes,” the Historic Museum’s “Christmas Ball.” The weekend concludes Sunday with “Santa’s Brunch” at the Crescent, and a holiday concert at St. James Episcopal Church. Other venues will be having special holiday events or shows including Pine Mountain Jamboree, Ozark Mountain Hoe-Down and “Beyond Dickens” at the Great Passion Play.

To make this a spectacular Christmas and holiday season, The Chamber is asking:

- 1. For all downtown merchants to dress in Victorian style the weekend of December 1 –3. Details about clothing assistance for merchants are attached.**
- 2. To donate one or more items for the special “Holiday Art Auction & Christmas Sale.” This is a win/win situation for all businesses that donate, to make a sale, advertise their business, and help the Chamber offset the cost of the Christmas and holiday events. See attached details about this unique auction.**
- 3. Help make this year’s Christmas and holiday parade the best one yet in Eureka Springs. Sign up to enter a float or group in the parade today! An entry form is attached.**