



October 15, 2013

Dear Local Business,

I am happy to be writing to you about an exciting event that the Henderson Chamber of Commerce is planning for the upcoming holiday season. In an effort to promote local businesses and shopping locally, the Henderson Chamber of Commerce is organizing the *Fourth Spirit of Christmas Celebration* on Tuesday, December 3, from 5-8 p.m. on Main Street and around town.

After much discussion, we decided that by working together to offer many shopping options in one evening, we will be able to draw more interest from customers to support local businesses. While this evening was retail driven in the beginning, we feel there is space for all businesses, retail or otherwise, if they choose to hold an open house that evening or host a home based business in their building. The possibilities to participate are endless no matter what type of business you own or where you are located.

While Main Street usually has much of the business focus, we do not want to limit ourselves to this area of town because we have many viable important businesses located off Main Street. It is our hope that businesses located throughout our town will choose to be open on December 6 in their current location, or will be interested in working with open spaces on Main Street to use to promote their business that evening. In order to properly promote all businesses on December 3, the Henderson Chamber of Commerce will be creating maps with a list of all businesses open throughout town for customers. Please take a few minutes to fill out the bottom portion of this letter and return it to the Chamber so we can be aware of your intended involvement in this evening. Please note that home-based businesses will be asked to pay a \$10 rental fee for the space they use and will be responsible for providing their own table. The Chamber has 4 tables available on a first come first serve basis, but you will need to move it yourself.

As an additional way to celebrate the holiday spirit, whether you are participate in the Spirit of Christmas or not, the Henderson Chamber of Commerce encourages businesses to decorate their office with white Christmas lights outlining the windows and door. These lights may be hung on the inside, but we want to see them from the outside, so that all of our businesses have the same glow. Your business is not required to decorate in this way, but we think it would be a great way to enhance our business district during the holiday season.

I hope you decide to join us in this effort to promote local businesses and shopping locally this December through the fourth Spirit of Christmas Celebration on Tuesday, December 3, from 5-8 p.m.

Sincerely,

Kelsey Bergen
Executive Director
Henderson Chamber of Commerce

(Detach this portion and mail, drop-off, email or call the chamber with your preference as indicated below)

Please respond by November 15

Business Name : _____

Check one of the following:

- I will be open at my Business, please put me on the map
- I would like set up on Main Street, find a place for me to set up (\$10 Fee - Payable to Henderson Chamber)
- I would like to set up on Main Street, and I have already found a place.

Put on the map at _____
(Location)

I would prefer to not participate in the Spirit of Christmas this year.

***Please include a brief description on the backside about what your business will have to offer on December 3 so we can include your description on the map.**