



The Shopping District

Special Events Committee

No meeting held in December 2021

Members: Astrein (Chair), Cummings, Fehan, Hussey, Kay, Knight, Lipari, Pohlod and Solomon

Staff: Kammer, Brook, Galli

1. No Meeting Held

2. Holiday Activities Recap

- a. Winter Markt
 - i. Approximately 50 vendors participated. Vendors shared very positive feedback – a couple even reported that it was their best show.
 - ii. Tree Lighting Ceremony – sponsored by Wells Fargo Advisors was very well attended and was a great start to the festivities.
 - iii. Marshmallow roasting, live entertainment, tasty treats, Santa visits, and reindeer were event highlights.
- b. Santa visits were held outside and went very smoothly. Approximately 1500 families had the opportunity to visit with Santa.
- c. Carriage Rides – ran Saturdays and Sundays throughout the holiday season and were very popular.
- d. Scavenger Hunt – over 160 teams participated in the scavenger hunt this year.
- e. Shoppers enjoyed giveaways of hot chocolate (on 2 Saturdays) and fresh roasted chestnuts, as well as surprise Birmingham Bucks.

3. 2022

- a. The committee will finalize the 2022 special event calendar at its January meeting.

Upcoming Events

January 24 – 28 & January 31 – February 4 – Birmingham Restaurant Week

May 1 – October 30 – Birmingham Farmers Market 20th Season

NEXT MEETING: Friday, January 14 at 8:30 a.m.

2021-22 Budget: \$200,000

Remaining balance after January vouchers: \$35,538