

2022 Martinsville Cookie Stroll

Saturday, December 10th
10:00 am to 5:00 pm
Historic Downtown Martinsville

Dear Downtown Merchants,

October 18, 2022

Planning for the 11th annual Martinsville Cookie Stroll is underway.

The Cookie Stroll will be from 10 a.m. - 5 p.m. on Saturday, December 10th. Businesses will have a longer day as a cookie stop, giving strollers all day to shop in your stores and visit your business. In order to keep the stroll to an all day event again and still meet the increased demand for vouchers, we will require 24 dozen cookies per stop, which requires 3 bakers making 8 dozen each per stop. This allows for good exposure to all the businesses participating, which we hope will bless your business with more sales over the holiday season. Last year passport sales sold out of all but 10 passports.

We will need approximately 78 cookie bakers who will each bake and donate 8 dozen cookies. Each cookie stop will have three cookie varieties for a total of 24 dozen cookies. This equates to a grand total of at least 7,488 cookies! We ask business owners to reach out to their employees, family members, and friends to help pair bakers with business establishments. This year's cookbook will be on a pdf version available for download from Rediscover Martinsville's Website, www.rediscovermartinsville.org. Julie Keister is our Cookie Stroll Baker Coordinator and can be reached at 317-413-4231 or julie_keister@yahoo.com.

This year, we have 26 cookie stops spots available. This number could go up to 30 stops maximum if we have the bakers to support it. We are including a \$30 Cookie Stop Application Fee. This fee goes towards continued downtown improvements from Rediscover Martinsville and print costs.

If you would like entertainment at your business, it will be your responsibility to arrange it. We are happy to list your provided entertainment on the passport, so if you do secure entertainment, please provide this information on the Merchant Application. We also have a Cookie Stroll Entertainment Coordinator: Julia Ewing at 317-902-3830 or julzz2468@gmail.com. She will work on integrating larger groups into the Cookie Stroll. If you have the room at your stop for entertainment, give her a call.

We are **looking for volunteers** for the following committees: Merchant, Entertainment, Bakers/Recipes, Promotional. If you or someone you know would be interested in helping organize the Cookie Stroll via one of these committees, please contact Laura Elliott.

To be considered as a Cookie Stop, please completely fill out and submit the attached application as soon as possible—but certainly by the **deadline of midnight on Wednesday, Nov. 9th.**

Sincerely,

Laura Elliott
2022 Martinsville Cookie Stroll Coordinator
Rediscover Martinsville
www.RediscoverMartinsville.org
m: 317-417-3626
Email: laura.elliott@intelli-leap.com

2022 Martinsville Cookie Stroll



Cookie Stop Application: Return completed form and payment to Rediscover Martinsville by mailing it to Rediscover Martinsville, P. O. Box 1123, Martinsville, IN 46151. Please write **CS Merchant Ap** in the lower left corner of the envelope.

Please check here	Levels of Business Involvement
	My business opened or relocated to Downtown in 2022.
	<p>I have 3 bakers who will each make and donate 8 <u>dozen</u> handmade “heritage” Christmas cookies*, for a total of 24 doz. cookies. (As in the past, bags, labels, seals, and trays will be provided.) <input type="checkbox"/> I need help filling the baker positions.</p> <p>Baker #1: Name: _____ Phone: _____ E-mail: _____ Making: <input type="checkbox"/> 8 Dozen or <input type="checkbox"/> 16 Dozen Cookies Cookie name: _____</p> <p>Baker #2: Name: _____ Phone: _____ E-mail: _____ Making: <input type="checkbox"/> 8 Dozen or <input type="checkbox"/> 16 Dozen Cookies Cookie name: _____</p> <p>Baker #3: Name: _____ Phone: _____ E-mail: _____ Making: <input type="checkbox"/> 8 Dozen or <input type="checkbox"/> 16 Dozen Cookies Cookie name: _____</p>
	I will have adequate staffing—employees or volunteers—in my place of business for this event.
	<p>I intend to provide entertainment for my business. (Please specify--e.g. music, drama, magic, display, etc.) Provide a contact name and phone number and time frame if known.</p> <p>Contact Name: _____ Phone#: _____ Time: _____</p>
	<p>I will provide special extras for this event (check all that apply):</p> <p><input type="checkbox"/> Refreshments <input type="checkbox"/> Discount on purchases during the event <input type="checkbox"/> Special gifts <input type="checkbox"/> Other: _____</p>
	I will maintain business hours for the duration of the Cookie Stroll, closing no earlier than 5:00 p.m.
	I have included my application fee of \$30.00
	I have completed and submitted this form before the deadline of midnight, Wed., Nov. 9th, 2022.
	Sign me up for a Committee: <input type="checkbox"/> Merchant, <input type="checkbox"/> Entertainment, <input type="checkbox"/> Baker/Recipe, <input type="checkbox"/> Promotional

* Heritage Christmas cookies are those with a special meaning to the baker or the baker’s family or friends. It just isn’t Christmas without them.
Make Check or Money Order payable to: Rediscover Martinsville.
 You may email copies to laura.elliott@intelli-leap.com.

Please print legibly.

Signature

Date

Name of Business

Email

Street Address of Business

Phone Number (best way to reach you.)