

Exhibit A: FY 2017-2018 Event Schedule Summary Sheet			
Event	Date	Purpose	Potential Activities
Shop-Dine-Stroll	Friday, December 15, 2017	Create a memorable holiday tradition for families and encourage visitors to patron local Downtown businesses.	Free Mule and Buggy Rides
			Musician in Theatre Park
			Street closed off
			Window Display Competition hosted month of December
			Christmas Lights
			Sidewalk musicians placed throughout downtown
Downtown Alachua Discovery Tour Event (name to be determined)	Last Thursday of every month starting in January	Create a vibrant event that brings new visitors to Main Street, and encourages regular visits.	Quarterly Art Walk.; Show art in each Main Street business
			Quarterly wine and beer tastings in each business
			Quarterly historic walking tours
			Quarterly restaurant tours
			Discovery Tour Guide Brochure; patrons may collect stamps for visiting each business
			Juried art vendors in front of each vacant store front
			First block of Main Street closed off
			Information booth set up in Theatre Park
			Each month employees of two different Progress Park companies are specially invited.
			Sidewalk musicians placed throughout downtown
			Create a memorable and unique name for the event
Paint Main Street	Spring 2018	Create a collection of original artwork of Downtown to	One day painting event that invites artists to render portraits of Main Street
			One block of Main Street is closed off for a few hours to allow artists to set up easels and paint
			Hosted in spring to capture colorfulness of the flora this time of year

		be used in marketing materials.	
Main Street Photography Competition	Autumn 2018	Create a "lifestyle photo" database to be used in marketing materials.	Month long call for photographs
			Hosted in November to capture color of fall leaves
Activate Theatre Park	As available	Create a lively atmosphere, and activate theatre park to be a memorable outdoor space for regular use.	Continue partnering with the Alachua County Library to host Storytime events
			Invite local yoga studios and gyms to host classes in park