



TOWN OF VIENNA TOWN BUSINESS MATTERS



TBLC hosts holiday window decorating contest

You don't have to get as fancy as the New York City Macy's (see photo above), but the Town Business Liaison Committee (TBLC) hopes that local businesses will use imagination and creativity to prepare a holiday window display this year. Five Best in Show finalists and one winner will be announced at the Church Street Holiday Stroll November 27. (Scroll down for more information about the Holiday Stroll.)

Let the TBLC know that you are participating by Monday, November 20, by sending an email to [Adam Kincaid](#). Window designs should be completed by close of business Saturday, November 25; judging will take place November 26.

Photos of finalists and the winner will be shared on the Town's social media platforms. In addition, Mayor Laurie DiRocco will volunteer an hour of her time to assist the winning business with the holiday rush - this information will be shared via the Town's social media as well.

This year's theme is simply "holiday." It's up to you how simple or elaborate your window design will be. All Town of Vienna storefronts are invited to participate and help make Vienna the

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Your TBLC Team

Friderike Butler, Chair
Jim Brooke, Vice Chair
Deepa Chakrapani
Robert Holland
Bob Leggett
Victor Mendes
Carey Williams

Town of Vienna Public Information Office

Lynne DeWilde
Adam Kincaid



Cheers for Peers

many Town businesses who helped hometown Olympic hopeful Veronica Day raise more than \$6,000 toward her journey to



Beware of fundraisers claiming link to Madison HS

Madison High School Director of Student

Activities John Kenny wants local businesses to know that the high school does NOT use marketing companies to assist with fundraising efforts. Unless you know an individual personally or the fundraiser is an actual student, Kenny recommends that businesses and individuals not contribute.

"It has been brought to my attention that several marketing companies across the United States are reaching out to businesses near a high school offering sponsorship opportunities," he writes. "In exchange for a fee, they place a company logo on an item (Frisbee, t-shirt, small football, banner, cup, etc.) and give the items to the school. Included in their offer is to give the school a percentage of the fee. They may use an individual's name associated with the school as a ploy to legitimize their efforts."

Again, Kenny recommends against supporting such "fundraising" efforts. He is sensitive to inundating businesses with requests and says: "I appreciate and value your support of Madison High School athletics, clubs, and performing arts ensembles." If you have questions about the legitimacy of a Madison fundraiser, contact Kenny at 703-319-2360.

PyeonChang for the Winter Olympic Games.

Appletree School II
Ascend Physical Therapy & Wellness
Bard's Alley
Caboose Brewing Company
Caffe Amouri
Chick-fil-A (Tysons West)
Cycle Chi
Fisher Custom Homes
Freeman House/Historic Vienna, Inc.
Granite Wealth Partners
Grass Roots Fitness
Hana Studio
Just Like New
Masterworks Window Fashions & Design
Merle Norman Cosmetic Studio
Savvy Rest
SourceCore Studio
Stella & Dot
Urban Mattress
Usborn Books & More
Vienna Business Association

We'd love to share your good news and give you and other community-builders a big, happy shout-out here! Please send a brief email with information to TBLC Chair [Friderike Butler](#).

Requesting 'treats' to share at Halloween parade

Speaking of appreciated donations.... The Town of Vienna Parks and Recreation Department would be grateful for donations of small items to be included in goody bags to be handed out to children at the annual Halloween Parade October 25. The Town fills about 1,000 bags. Items in the past have included pens, pencils, coloring books, rulers, etc.

Donations are needed by October 19 at the latest and may be dropped off at the Vienna Community Center, 120 Cherry Street SE. Questions? Call 703-255-6360.



Church Street Holiday Stroll is Nov. 27

The Town of Vienna and Historic Vienna, Inc. (HVI) will welcome Santa and the merriest season of the year to Town with the annual Church Street Holiday Stroll from 6-9 pm Monday, November 27. Please be aware that Church Street from Mill to Lawyers Road, will be closed to vehicular traffic from 5-9 pm for this event; a portion of Mill Street may also be closed.

This event was begun in 1996 as a merchant-driven effort to bring the holiday spirit to small-town America. This year, merchants are once again invited to more actively participate in the evening's festivities. Not only do we hope that you'll keep your doors open until 9, we hope that you can **provide a special reason for those attending the event to stop in your shop**. Perhaps you can offer a special discount or provide holiday cookies or create an activity for attendees to participate in. [Let the Town know](#) by close of business November 20 what you're offering that evening, and we'll try to share the information collectively on the Town's Facebook page.



*This newsletter is published by the
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Liaison Committee.*

Questions or suggestions?
pio@viennava.gov or 703-255-6361

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