



TOWN OF VIENNA TOWN BUSINESS MATTERS



Way to go, window winners

Town of Vienna businesses are ringing in the holidays in style - with specials and holiday-themed window decor.

About 15 businesses offered Small Business Saturday specials on November 25, which were promoted for free on the Vienna Business Association's website and its social media platforms.

The Town Business Liaison Committee (TBLC) sponsored a holiday-themed window decorating contest as a strategy to encourage Vienna shoppers – as well as those throughout the Northern Virginia area – to patronize Town of Vienna businesses for their holiday needs. Another 15 businesses participated in this competition.

Winners were announced at the Church Street Holiday Stroll November 27. First-place winner is Karin's Florist at 527 Maple Avenue E. The florist's elegant star- and wreath-filled, red-and-white display earned it some holiday assistance from Mayor Laurie DiRocco. (The mayor will be at Karin's helping out from 4-6 p.m. Thursday, December 7.) School of Rock on Center Street and Social Burger on Maple Avenue came in second and third place, respectively. They won an opportunity to have a booth/table at one of this summer's Chillin' on Church events.

The TBLC declared all participating businesses "superlatives" in

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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

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](#).

- Caffe Amouri – Most Artistic
- Cycle Chi – Most Peaceful
- Generation Code – Most Nerdy

- Historic Vienna, Inc. – Most Traditional
- Merle Norman – Most Classy
- Potomac River Running – Most Whovilly
- Refind – Most Clever Vienna Cuteness – Oh Deer!
- SourceCore – Most Diversity-Embracing
- Cocoa Vienna – Most Welcoming
- The Consignment Boutique – Whitest Christmas Decoration
- Trousseau – Most Naughty and Nice in the Most Beautiful Way
- Wardrobe Rescue – Most Elegant

Check out a [map](#) of all participating "window wonderland" participants and be sure to stop in and #ShopLocal this holiday season.



Committee on a mission

The Town Business Liaison Committee recently updated its mission statement.

The mission of the Town Business Liaison Committee is to support the Town of Vienna in creating an engaging, vibrant, unique, community-enhancing local business landscape.

In support of all Town of Vienna current and future businesses, the TBLC strives to be an easily accessible resource for information relevant to operating a business in Vienna.

The TBLC also represents concerns of the local business community to Town government and management, the Vienna Business Association, and the general community. The TBLC further encourages and supports initiatives to promote all local businesses.

The Town Business Liaison Committee meets at 7 p.m. the second Thursday of each month on the second floor of Town Hall. All meetings are open to the public.

When the weather outside is frightful

Even though it's been a mild fall, frightful winter weather could be just around the corner. When winter weather does arrive, please keep in mind that while the Town is responsible for clearing snow and ice from all Town streets (first main roadways, then secondary streets, and finally neighborhood roads), businesses are responsible for clearing their own sidewalks and parking lots. Ensure access to your business as soon as possible after snowfall, so that when its once again safe to get out and about and customers want a cure for cabin fever, you'll be ready to do business. Additionally please remember to clear the area around any fire hydrant that may be on or near your business. Working together, we can keep commercial areas open and accessible for our customers!



*This newsletter is published by the
Town of Vienna's Town Business
Liaison Committee.*

Questions or suggestions?
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