



Chocolate Stroll 2021

Saturday, June 5, 2021

The Mount Vernon Chocolate Stroll, now in its **twelfth** year, invites local businesses and organizations to participate. Chocolate Stroll is a free, family-friendly event that welcomes people to the Mount Vernon/Lisbon area to enjoy chocolate, demonstrations, chocolate, children's activities, chocolate, shopping, and, of course, more chocolate! **The event is designed to benefit the local economy, with the primary goal of increasing traffic to and awareness of all of our businesses. We want to show everyone that Mount Vernon is back and open for business!**

The Chocolate Stroll occurs along Mount Vernon's "Main" (First) Street between the First Street Community Center at the east end and Memorial Park at the west end, a five-block span. Customers "stroll" along the route at their own pace. Chocolate vendors are located on the lawn of the FSCC, inside various businesses, and on the lawn of The Perfect Blend and Ben & Flo's. Main Street will NOT be closed to vehicles for this event.

Chocolate Stroll did not take place in 2020. We are eager to offer the festival in 2021 with several precautions in place. Face masks will be worn by vendors and visitors will be encouraged to wear them. Social distancing will be promoted. Hand sanitizing stations will be prevalent throughout the Uptown area. We will reduce people congregating in crowds by encouraging Uptown businesses to offer Sidewalk Sales.

There are many ways your business or organization can get involved with Chocolate Stroll:

- If you are a food service business, offer chocolate menu specials on June 5
- For other retail businesses, have a special Chocolate Stroll offer, like special discounts on chocolate-colored products
- "Like" our Facebook page and suggest it to your friends and customers
- Host a chocolate vendor in your shop
- Sell our special Chocolate Stroll chocolate mini-bars in your shop, or purchase them to give to family or friends, or bring to your next meeting or potluck (Mini-bars are available from Joe Jennison, Director of the Mount Vernon/Lisbon Community Development Group.)
- Distribute Chocolate Stroll promotional materials to your customers
- **Make a financial donation, which will be used toward promotions and entertainment expenses (and your business or organization will be recognized as one of our sponsors):**

Sponsor Level Opportunities for Chocolate Stroll 2021

\$100+	"Dark Chocolate" Level
\$50 - \$99	"Semi Sweet Chocolate" Level
\$26 - \$49	"Milk Chocolate" Level
\$10 - \$25	"White Chocolate" Level

In the meantime, if you have ideas, questions or concerns, please feel free to contact Sherene Player at 319-432-3685 or via email at Sherene1968@gmail.com, the member of the Chocolate Stroll committee who contacts you, or Joe Jennison at director@visitmvl.com. **Please send contributions to:** CDG P.O. Box 31 Mount Vernon, IA 52314. **We need to have all contributions received by May 14, 2021 in order to recognize our Sponsors on our promotional material. Please write "Chocolate Stroll" on the memo line of the check or include a note with your check to indicate that it is a sponsorship for Chocolate Stroll.**

Thank you for your support of this great event!
- Sherene Player, Chair of Chocolate Stroll Committee