



# Avenue Stroll

November 18, 2017 | 5-10pm  
Railroad Avenue



Esteemed Donaldsonville Downtown Merchants,

The Downtown Development District and the Donaldsonville Main Street Program invite you to participate in the 2017 Avenue Evening Stroll. This year, artists, authors, crafters, and vendors will be located alongside Railroad Avenue nestled between the finest shopping locations for the perfect items for Christmas. To add to your shopping experience, activities including the Donaldsonville Fire Department Association Children's Christmas Village with Santa Claus, Christmas Caroling, and live music, arts, and crafts will be featured throughout the event on Railroad Avenue, including Lil Wayne and the Same Ole 2 Step Zydeco Band near the Square (5:30pm – 7:30pm), Kenny Fife at Donaldsonville Glass and Body Works, the Avenue Cruisers at the Grapevine (reservations recommended), live music at Donaldsonville's newest Breakfast and Bistro, Mawmaw Tootsies (420 Mississippi Street), and Artemis ends the night at Gaston's Pub. New to the Stroll this year at the River Road African American Museum's Gospel and Gumbo will be a Freedom Lantern Tour, gumbo tasting and a cake walk at the Museum and Bicentennial Jazz Plaza. Also, join the museum to meet the legendary File Man and get your fresh Louisiana File for the holidays (\$25 Adults/\$10 Children/Children Under 6 Free). And don't miss Framer Dave's for delicious gumbo, music, car show, and live painting with the talented artist Alvin Batiste. Also, stop by the Avenue's Refreshments, food and beverage will be provided at our local area restaurants. Like previous years, Railroad Avenue will be closed to traffic, and the Stroll Trolley returns. Parking is available on side streets.



In order to assist your store marketing, we encourage you to offer drawings at your place of business during the event. Also, please feel free to submit information on the form so we can assist you in marketing specials or sales in which you may be having.

Whether you choose to participate or not, please consider decorating your storefront for Christmas or simply leave your store lights on during our event in order to provide more lighting and vibrancy for our city.

Advertisements in the area newspapers, a local billboard, social media, television, and radio advertising is already underway. Please let me know if you have any questions or ideas. We would like to make this year's event better than ever before!

You can reach me at the contact information below!  
Lee

PO Box 346 | Donaldsonville, LA 70346 | 225.445.1383 | 225.752.4855 f  
lee@visitdonaldsonville.org | www.visitdonaldsonville.org



## 2017 Merchant Sales Form

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- Yes, I would like to participate in the Stroll Merchant Program!
- No, I DO NOT wish to participate in the Stroll Merchant Program, my store will be closed! (Stop here and email [lee@visitdonaldsonville.org](mailto:lee@visitdonaldsonville.org) or fax to 225.752.4855)

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Zip Code: \_\_\_\_\_ Email: \_\_\_\_\_

Website/Etsy/Facebook/Store: \_\_\_\_\_

Will you be offering door prizes or give-aways at your location?

Yes \_\_\_\_\_ No \_\_\_\_\_ Description: \_\_\_\_\_

Store hours during the event: \_\_\_\_\_

Please provide sale information or promotion that you would like to be included on the event flyer. \_\_\_\_\_

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***The Donaldsonville Downtown Development District and / or the Donaldsonville Main Street Program will not be held liable for any vendor incidents that may occur. Any open containers from city merchants will be the sole responsibility of the merchant and are subject to appropriate laws of the State of Louisiana and ordinances of the City of Donaldsonville.***

***PLEASE NOTE: NO DJ SYSTEMS WILL BE ALLOWED THIS YEAR. You may broadcast Christmas Carols or "music of the holiday season" from a small sound system. Anyone broadcasting loud music will be asked to shut down immediately. Failure to do so will result in a citation and fine from the Ascension Parish Police Department in violation of the City's Noise Ordinance.***

**Please fax your completed form to 225.752.4855 by November 10, 2017.**

**For more information or for questions, call 225.445.1383 or email [lee@visitdonaldsonville.org](mailto:lee@visitdonaldsonville.org).**