



The Marketplace Merchant

NOVEMBER 2007 ISSUE



Come join the fun downtown on Nov 16th—we are expanding our annual holiday celebration!

This year Alton Marketplace will be expanding on our annual tree lighting to include many more activities & a carnival atmosphere that will be sure to attract people downtown, along with the usual crowd which includes the guests of the Growth Association's

"Business After Hours" event that will be held at the Hotel Stratford that evening. Here's more information on what's happening: Prizes and pictures with Santa at Lincoln-Douglas

Square, followed by a parade of lights on Broadway (the small parade will consist of Alton High's Marching 100, Holly the trolley & the Riverbender.com holi-

day float - We will be lighting Broadway block-by-block during the parade!), hot chocolate & cookies from the Salvation Army Canteen, carolers on street corners, food vendors, live reindeer, children's' games & activities, live music, ornament sales, Castle of

with Girl & Boy Scout troops & much more. Alton Marketplace will be creating a program & map that will be distributed to everyone at the event pin-pointing all of the activities & businesses that will be extending their hours until

9:00. Many stores will be planning special activities, sales or giveaways!

If your business is staying open until 9:00, please inform the Marketplace office and your

business' name will be listed on the program map that will be distributed to everyone at the event. Additionally, you will have a special mention in the Telegraph article on Nov 14th!

Holiday Events all around Town

Downtown Tree Lighting at Lincoln-Douglas Square & Parade of Lights on Broadway - Friday, Nov 16th (6:00-9:00)

Christmas Wonderland—Open Nov 23 through Dec 27
Mon - Fri, 6 p.m. to 9 p.m. Sat & Sun 5 p.m. to 9 p.m.

Tentative kick-off tree lighting at SIUE Dental School 11/23

Snowflake Festival—Friday, Dec 7th (6:00-8:00)
at Glazebrook Park in Godfrey

Holiday Marketplace & Sounds of the Season celebration at Monticello Plaza—Saturday, Dec 8th (10:00-4:00)

Cans – please bring canned food items that we will use to build a castle during the evening & donate to a local food pantry after the event, activities

The *Christmas in the Riverbend* Committee is organizing a **Wreath Decorating Contest**

Beautiful 18" live balsam wreaths will be available for purchase and will serve as the medium for a decorating contest, with proceeds to help the committee's goals for 2008. (\$50 business / \$25 resident)

The circular wreaths will serve to symbolize the coming together of our community to celebrate the holidays!

Participants may pick up their wreaths (available 11/15) at Seasons (26 E. Delmar) or White's Greenhouse (3804 Stanka Ln.) Judging will take place between 11/28 & 12/8; cash prizes will be awarded to 1st, 2nd & 3rd place in both categories!

The committee has also commissioned a customized holiday ornament made by Mississippi Mud Pottery in order to raise funds for next years' celebrations! Applications for the contest & the \$6 ornaments will be available at the following locations: Alton Marketplace, Alton Visitor's Center, St. Peters Hardware, Godfrey Park & Shop, and Maneke Jewelers.

To find out more, please contact any of the three business associations involved!

Director's Note ~

Holiday celebrations of all sorts are already underway & I'd like to take this opportunity to introduce the newly created *Christmas in the Riverbend* committee, which is made up of members from Alton Marketplace, North Alton/Godfrey Business Council & Upper Alton Business Association.

The goal of this group is to create & promote fun family-oriented activities that will enhance the enjoyment of the holiday season for the Riverbend community. We hope to attract visitors to experience the beauty & holiday spirit of the Alton area, as well as bring all parts of town together to celebrate the holiday season as a unified community. Please consider taking part in the wreath decorating contest or purchasing a unique ornament that will help us bring our great ideas for 2008 to life!



~ Sara



100 East Broadway
Alton, IL 62002

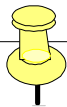
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A community based,
not-for-profit, volunteer
organization dedicated to
securing the economic
vitality and aesthetic
quality of the district.



**Nov. 15th is a
Third Thursday!**

Each participating business will be decorating a wreath to raffle off, with the proceeds going to the local Oasis Women's Center. In October we raised funds for the Susan G. Komen Foundation to support breast cancer research! We hope to see you there—please tell your friends!

- A&A's Beads & Things
- Alton Acoustic Arts
- Body Restoration
- Bossanova
- Caravan Resale Shop
- Country Meadows
- Dance Things & More
- Mississippi Mud Pottery
- My Just Desserts
- The Grapevine

Alton Marketplace Partners—News, Sales & Events!

Argosy Casino—

Chuck Berry—Nov 3rd
SOLD OUT!

Little Texas—Nov 16 & 17
7pm show each night
\$20 tickets

Gentelin's on Broadway

Is having their 1st Annual Halloween Party on Oct 31st at 6pm! For a \$10 admission (kids under 12—\$5 admission) you can enjoy a delicious buffet, plus there will be drink specials & live music all night. Watch Alton's Halloween Parade like you have never seen it before! Costumes are encouraged & remember that you can beat the traffic by accessing Gentelin's through steps in the city hall parking lot. RSVP to 465-6080!

Jacoby Arts Center—

Is having their 2nd Annual Halloween Party on October 31st from 6pm—10pm. Featuring adult & children's costume con-

tests, complimentary chili & snacks, and a cash bar. Tickets are \$8 (half-price with a carved pumpkin!) and children 16 & under \$2) Contact 462-5222 or info@jacobyartscenter.org for more info!

Alton Acoustic Arts—

Is now offering a holiday special—get everything that you need to start playing the guitar for \$199! Includes: guitar, gig bag, tuner, strap, strings & picks—plus 6-weeks of private instruction. Also, new later hours:

Wed-Thurs: Noon—7pm

Fri-Sun: Noon—5pm

Party Purses & Other Earthly Delights—

Is a new shop opening their doors in Mineral Springs Mall! They are hosting a merchant mixer after the holiday tree lighting; enjoy a private party for downtown merchants—meet your new neighbor & shop late from 9-11pm! Finger foods

& refreshments available. RSVP to 463-1016

The Cedar Box—

Join us from 4pm—??? on Friday, November 16th during the tree lighting for a cigar party hosted by Los Blancos cigar company! Enjoy cigar specials, hors d'oeuvres, and drinks—plus enter our drawing to win items including free cigars and cigar accessories - don't miss the fun!

Tony's Restaurant—

Reserve your spot in Tony's loft for New Year's Eve! Enjoy an all inclusive dinner including: appetizers, wines with dinner, Surf and Turf Dinner, followed by dessert and a champagne toast. Appetizers start at 7:00; dinner is at 8:00, followed by dessert and champagne toast. Tickets are \$65.00 per person, which includes dinner and gratuity. Please call 618-462-8384 or email tonysrestaurant@aol.com

"Unchaining" for one day could mean millions for Alton!

Alton Marketplace is urging the citizens of Alton to unchain themselves on November 17—to do any business they plan to do on that day only at locally-owned independent businesses. *Alton Unchained!* is part of *America Unchained!*, a national campaign of the American Business Alliance. Alton stands to gain in every way by supporting our community-based businesses. They provide us with essential goods and services, well-paying jobs, and continued opportunities for citizens to own their own business here. They are critical parts of Alton's social, cultural and economic health. Supporting them is good for us personally and our community. Learn more at www.AMIBA.net

Your personal spending decisions affect the whole community, both now and for the future. Small businesses circulate a much greater percentage (45%) of their business income back to the community than their larger competitors (13%). Of course, we hope you will think about this not only on November 17, but every day—and particularly with holiday shopping upon us. We also want to encourage folks, while they're taking part in *Alton Unchained!*, to make a point of thanking our local business owners for their contributions to the community, both in goods and services, but also to local charities and organizations. Alton Marketplace thanks our generous partners & sponsors for their continued support of our projects to help improve the community.