



City Council Agenda Form

Meeting Date: _____

Department: _____

Public Hearing: Yes No

For Clerk's Use Only
AGENDA ITEM #

	X	
Consent Agenda	Regular Agenda	Closed Session

Presenter: Chelsea Blaich

Request Type: Informational Discussion Action Item

Does this item require legal review? Yes No **City Attorney E-Mail attached?** Yes No

Time Required for Request: 5 Minutes

Agenda Item Title: Main Street DeFuniak Springs 2020 Recap & 2021 Calendar

Attachment(s): Yes

Brief Summary: Main Street DeFuniak Springs closed 2020 with positive momentum thanks to our Merry Main Street events. Merchants saw record breaking sales thanks to the additional foot traffic with visitors from Pensacola, Gulf Breeze, Santa Rosa Beach, Freeport, Cottondale, Chipley, Bonifay, Panama City, Dothan, Enterprise to name a few. We look forward to continued success in 2021 and appreciate the City's support.

Action Requested:

Issue Overview:

Background Information & Issue Summary:

Financial Impacts:

Staff Recommendations/Comments:



Contact

Chelsea Blaich, Executive Director
850) 296-9051

Director@MainStreetDFS.org
694 Baldwin Avenue • Suite 4
DeFuniak Springs, Florida • 32435
www.mainstreetdfs.org

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2021 Main Street DeFuniak Events Calendar

January

Quarterly Cleanup

"Many hands make for light work". Main Street DeFuniak Springs will work with the City's Public Works department to identify areas we can work collaboratively to beautify downtown DeFuniak. Projects will include pressure washing, improved landscaping and planters, painting and more.

Date TBD.

February

Every Friday: Music on Main at Chautauqua Theater
Hosted every Friday in February, Main Street presents Music on Main. The concert series, held in collaboration with the Florida Chautauqua Theater, will feature local and regionally known musicians and bands on the historic theater's stage. Concerts are held beginning at 7 p.m. Cost is \$15/per person and \$5/children. Concessions available for purchase. Space is limited as we follow suggested guidelines.

Dates: 02/05 02/12 02/19 02/26.

March

March 20: Farmer's Market Kickoff

Main Street DeFuniak Springs will kick-off its weekly Farmer's Market on Saturday, March 20. Occurring every Saturday from 8 a.m. to noon, shoppers are invited to stroll the street while browsing food vendors, crafts & gift items, and of course local farm stands. The kickoff event will include kids' activities and a parade.

Date: 03/20 03/27

March cont'd

Student Sidewalk Mural Competition: Spring/Farmer's Themed

Main Street DeFuniak Springs is working with Crystal Appel, Supervisor of Curriculum and Instruction for Walton County School District, on an in-school art competition. Students grades K-5 from West DeFuniak and Maude Saunders Elementary will draw a subject or scene based on the theme.

A winning student from each grade will be partnered with an area artist to bring their drawing to life size along the sidewalks of Main Street DeFuniak Springs.

Date TBD.

April

Quarterly Cleanup

Date TBD

Farmer's Market

Dates: 04/03 04/10 04/17 04/24

May

Walton County Art Month

In celebration of Walton County Art Month Main Street DFS will team up with the Cultural Arts Alliance of Walton County and local arts group and artists to host in-store pop-ups, galleries and celebrations of the arts.

Date TBD

Farmer's Market

Dates: 05/01 05/08 05/15 05/22 05/29

June

Summer Kickoff: Bounce on Baldwin

As our kickoff to the summer season, Main Street DeFuniak Springs is proud to host the Bounce on Baldwin. Along with our general Farmer's Market event, we will have kids' games, bounce houses and a cooking competition.

Tentative Date: June 5

Farmer's Market

Dates: 06/05 06/12 06/19 06/26

July

Quarterly Cleanup

Date TBD

Community Sidewalk Mural Competition: 4th of July

Date TBD.

July cont'd

4th of July Celebration: Red, White & Brew

Food trucks and beverage stations with tables and chairs along Baldwin Avenue to enjoy the 4th of July Fireworks.

Date: 07/04

Farmer's Market

Dates: 07/03 07/10 07/17 07/24

August

Sip & Savor Week

"A summer celebration of DeFuniak's dining scene. With special pricing, residents and visitors have the opportunity to discover a new favorite place or revisit a familiar favorite and enjoy special savings that may not be offered at any time the rest of the year." Wine Walkabouts at participating merchants.

Date TBD

Farmer's Market

Dates: 08/07 08/14 08/21 08/28

September

Sidewalk Sales

The Sidewalk Sales will be held by Downtown DeFuniak retail merchants. Not only will you find great deals, but you'll be also supporting the local community by shopping local! You'll find discounts, promotions, sales and many other good deals! Take a stroll in Downtown DeFuniak or visit the business website and check out what they have to offer.

Date TBD

Farmer's Market

Dates: 09/04 09/11 09/18 09/25

October

Oktoberfest

The term Oktoberfest is **a nod to the famous 16-day celebration held in Munich, Germany** where visitors indulge themselves with lots of great **food and beer**, and **dance to traditional music**. Join us on Main Street DeFuniak for the outdoor event with all of the above. Live music, beverage tents, kids' activities and food trucks will line Baldwin Avenue.

Date TBD

Student Sidewalk Mural Competition: Halloween Themed

Date TBD

October cont'd

Parade of Pumpkins

“Main Street DeFuniak Springs will feature carved and decorated pumpkins from our community along with seasonal displays that will get our Historic Downtown into the holiday spirit. This family-friendly event is free and open for anyone to participate. Grab a pumpkin, get in the spirit, and share your creativity at the Parade of Pumpkins!”

Date TBD

Farmer's Market

Dates: 10/02 10/09 10/16 10/23 10/30

November

Quarterly Cleanup

Date TBD

Veterans Day / Military Recognition Banner Program

“Military Recognition Banner Program that honors hometown heroes who have served in the United States Armed Forces. Residents may participate by nominating a Veteran for the banner program. The honoree must be a DeFuniak resident or the immediate family member of a DeFuniak resident. In celebration of Veterans Day, the banners will be displayed along Main Street DeFuniak Springs.”

Date TBD

Farmer's Market

Dates: 11/06 11/13 11/20

Small Business Saturday

Merchants along Baldwin Avenue and our sweet side streets will be offering great deals on food, coffee, candles, books, antiques and other items, all for people buying for themselves or doing shopping for the holidays. In addition, the Main Street DeFuniak Springs is kicking off our Merry Main Street events.

Date: 11/27

Merry Main Street

Taking place every Saturday before Christmas in Historic Downtown DeFuniak Springs, events include in-store specials, visits with Santa & Mrs. Claus, photo opportunities with the Character Clubhouse, rides on the Choctaw Express Train and live holiday performances by local groups.

Date: 11/27

December

Merry Main Street

Dates: 12/04 12/11 12/18