

Hello!

I hope everyone had a safe and enjoyable Holiday!

- **Promotions Committee**

- The promotions committee is working hard on planning Summerfest! We are hoping this will be the best one yet!

- **Holiday Market Recap**

- Our Holiday Market was December 10th at NewLife Wayland. This event had a smaller crowd than the Harvest Market. We are looking into different strategies for next year.

- **Art Hop Recap**

- Art Hop was December 2nd. This event was very successful and I want to thank every business that helped to make this night remember for the community! We had over 500 people attend with food trucks selling out and multiple business stating they were PACKED! I cannot wait for next year! If you have any suggestions, please let me know.

- **Summerfest 2023**

- We have been planning Summerfest for 2023. It will be moved to the second weekend in June (June 9th – 11th).
- We have added SO MUCH to the line up this year. Below are some items I would like to highlight.
 - Little Miss and Mister – We are working with the 1st-3rd graders in the Wayland Union School district to select the first ever Little Miss and Mister of Wayland. All the principles have been informed the every student has a chance to enter. The contest will be based off of a drawing they do of “What does Wayland mean to me”. The teachers, principles and superintendent will all select (1) Miss and (1) Mister to be crowned for 2023.
 - Wildcat Color Run – This color run will be FREE to all students. The students will run down Main Street the morning of Summerfest. Friends and family will be able to have a color packet that will then be thrown on the kids as they run. The idea is to “prime” the streets for the day by creating a tie-dye look and also create a fun event for the family. I have tested these packets out and they wash out very easy.
 - Car Show – The Car Show will be at Wayland City Park and will feature and Elvis tribute singer!
 - If you know of someone who would like to show their car, please share this link with them!
 - https://docs.google.com/forms/d/e/1FAIpQLSf1puXjVmm9tPa_RovVxD3kly2WG4Q6O0qIpdIybdq4bVk_2Q/viewform?usp=sf_link
 - Firefighters Breakfast – Wayland Firefighters will be hosting their breakfast this year!
 - Rib Cook-Off – We are working on some details, but it looks like we have the okay to have the public be the tasters for the Rib cook-off! Once all details are set, we will release the sign-up.
 - Poster Contest – I am working with the art class at WUHS. They are designing several posters for a contest. The poster will go to a public vote, and the winner will be printer and distributed around town. We will also sell

the posters for collection with 50% of the profit going back to the winning student!

- Movie in the Park – Friday Night (June 9th) will be a movie in the park! There will be a food truck as well!
- Sunday Worship – Newlife Wayland will be hosting a morning worship on June 11th at Wayland City Park to end the weekend of fun!

- **Design Committee**

- The design committee will be meeting next week Tuesday. We will be working on the Historic walking tour, inventory of DDA items, and more!
- We are also revamping our sign and façade grant for next year. Keep an eye out for more details!

- **WERC Committee**

- Business Owners Breakfast is January 23rd. Everyone should be receiving an invitation in the mail soon. **Please RSVP by January 13th for head count!**
- We are also working with the high school's marketing class. They will be paired with Wayland Hotel Bar and Grille for a marketing hands on project! We are excited to see what the kids will work on!
- Grow with Google has given Wayland a grant to hire a business coach! We are going to send out a separate email with additional details. This coach will be hosting half day training on the essential need to know for small business. All classes are free and include a meal! Our first one will be January 24th at Wayland City Chambers from 9am-2pm.

- **Organization Committee**

- Our annual Volunteer Dinner will be February 16th at McDuffs! The committee is planning a very nice meal to thank all the volunteers for their hard work.
 - **If your business would like to donate or do something special for these hard working men and women, please let me know!**

- **Upcoming Events**

1. Here is a list of all the upcoming events:
 1. Summerfest – 6/9 -6/11 – Please note streets will be closed **ALL DAY** on 6/10. More details to come.

As always, I am here for anything you need!

Thank you!