



ROCHESTER DOWNTOWN PARTNERSHIP

Dear Downtown Neighbor,

The Rochester Downtown Partnership is excited to let you know of some summer activities that are being planned for the downtown area. In conjunction with the Chamber of Commerce, we are helping to host our first annual Community Celebration, with a “Block Party”, and parade on July 10th.

The parade will start at the Rochester High School at 6:30 p.m. and head north on 25 and continue onto Main Street. The parade will end at the corner of 6th and Main, as 6th Street is considered a main access to Highway 31 and should remain open. This parade route will bring many spectators to the downtown area, which means increased exposure to your business.

The “Block Party” will be active before, during and after the parade, which will be set up along East 8th Street and utilize the Court House lawn and parking lot. We are inviting businesses, Churches, Clubs and service organizations throughout Fulton County to set up a booth to sell food, etc. as a fundraiser for their group or simply to create awareness. We will have other activities available and even some local entertainment.

We would like to take this opportunity to encourage you to take advantage of the evening’s festivities and the increased traffic. Bring your business outside for the evening, offer special meals or deals, stay open later than usual, pass out coupons, menus or advertisements..... it’s up to you!

Again, this is a community celebration. We always hear about the negative aspects of life.... But, we want to focus on the positive! Fulton County is a great place to live, shop, re-locate, retire, raise a family, own a business and more.... and we want to celebrate what’s great!!

All guidelines and applications for the parade and block party vendors will be available on the Chamber’s website at fultoncountychamber.com, very soon, under the events tab. Why not showcase your business to a captive audience? We’d love to have you celebrate with us!

If you have any questions or need more information, please do not hesitate to reach out to Promotions Committee Directors, Shoda Beehler at 574-835-2504 or Selly Campbell at 574-551-9552. We’d love to assist you!

Kind regards,
Shoda Beehler
Promotions Director