



March 11, 2019

Dear Winery:

The idea of hosting a Wine Swirl in Downtown Longview has been floating around for many years, but it was not until this year that we started to get serious about having one – and we are excited. They have been very successful for other downtown organizations and having attended a few, they are a lot of fun! We are ready to have our own –and hope you will join us for our first Downtown Longview Wine Swirl on Saturday, June 8 from 4:00-8:00.

We plan to have a traditional wine festival on the streets of Downtown Longview. We will be staging wineries at various points along our newly constructed streets, with specialty food and arts vendors peppered throughout. We will be setting up tables to encourage attendees to pick up some snacks, wine and enjoy musical entertainment and the great ambience of Downtown Longview.

We are anticipating selling at least 500 tickets to this event - our initial save the date on Facebook indicated that over 3000 are interested in attending – so selling out should not be an issue. If we sell out quickly, we may add more tickets to the event, but will not exceed 1000. Each paid attendee will receive a sampling glass, a wine tote bag, a corkscrew and tastings from participating wineries. Attendees will also be encouraged to buy wine by the glass and by the bottle directly from participating wineries. We really want to encourage buying wine by the glass and by the bottle, so we encourage you to give out ½ ounce samples only. We will be reimbursing for the tastings as well - .50 per ounce.

For the wineries, we hope that this event will be a fun way to reach new customers and as well as meet old customers too! Proceeds from the event will benefit One Hundred Acres of Heritage, a 501(c)(3) organization tasked with promoting, preserving and restoring Downtown Longview. This group has worked tirelessly to fund several major infrastructure improvements and hopes that this event will be one that continues to allow them to make a great investment into our community.

Enclosed, please find a winery participation form, envelope to return the form and my business card. Please do not hesitate to contact me if you have any questions.

We look forward to your participation in our inaugural event!

Cheers!

Melida Heien
Main Street Coordinator
City of Longview
Longview Main Street/One Hundred Acres of Heritage, Inc.



Downtown Longview Wine Swirl Winery Participation Form

Thank you for your interest in the First Downtown Longview Wine Swirl! Please confirm your winery by completing the signed form and emailing [to mheien@longviewtexas.gov](mailto:mheien@longviewtexas.gov) or mailing a hard copy to us in the enclosed envelope by **Friday, April 12, 2019**. For event questions, contact us at 903-331-1469.

Winery Name _____

Contact Name/Title _____

Mailing Address _____

Phone _____ Email _____

- ❖ The 2019 Swirl is from **4:00-8:00pm on Saturday, June 8, 2019**, in downtown Longview and will benefit downtown revitalization efforts. To help cross promote the event, we ask that you list this event on your website and/or Facebook page. We will gladly add you as a cohost on our Facebook event.
- ❖ We hope to sell between 500-1000 tickets. We will provide you with final numbers before
- ❖ Wineries will be assigned to a location on Tyler Street in Downtown. You must be set up and ready to serve by 4 p.m. Longview Main Street will provide a table and tablecloth for you to use.
- ❖ Each participating winery must have at least one person from your winery staffing the winery's booth to **serve samples, sell wine by the glass or by the bottle, and monitor proper age/consumption. Sales pricing and availability is at winery discretion.**
- ❖ You have the option to be reimbursed by the One Hundred Acres of Heritage, Inc. for up to \$425 for your travel expenses. We are also working with local hotels for accommodations. Please check here if you wish to be reimbursed and/or need accommodations.
- ❖ Wineries must provide:
 - TABC Winery Festival Permit Certificate (GF) and copy of application for Winery Festival Permit Certificate, both displayed in a conspicuous place at all times during the event. We will provide you with a property owner permission letter ASAP.
 - Minimum of five cases of wine for purchase and 600 ½ ounce tastes.
 - Accounting provisions for purchases by glass or bottle – we really want to encourage purchase by the glass and bottle.
 - Winery signage for prices by glass or bottle, décor and winery brochures for table
 - Water pitcher, dump bucket and wine tools
 - A tent – no larger than 10x20. Please indicate tent size: _____
 - Cooler with ice for keeping wine cool during event – we will have ice for you to use.

PLEASE CHECK ALL THAT APPLY BELOW:

_____ Yes, I would like to reserve a winery tasting table for Saturday, June 8, 2019.

_____ Yes, I agree to obtain a TABC Winery Festival Permit Certificate (GF) and email it, along with a copy of my TABC application for a Winery Festival Permit, to mheien@longviewtexas.gov or mail it to Longview Main Street, PO Box 1952, Longview TX 75606 no later than Monday, May 20, 2019.