



Date: August 9, 2012

To: Downtown Businesses Community Members

From: Larry Forssberg, WCCTB

Subject: 2012 Annual Trick or Treat Trail Information/Registration

The Westmont Chamber of Commerce and Tourism Bureau (WCCTB) is organizing the **2012 Downtown Westmont Trick or Treat Trail** to encourage area families to visit Downtown Westmont on Saturday, October 27, 2012. This is a fun and interactive way to bring new footsteps into your business. Please help promote this fun **Downtown Westmont Trick or Treat Trail** event by sharing this information with your customer base via e-mail, word-of-mouth and signage at your location. Have some extra fun and encourage your staff to dress for the event!

Here are the general event details...WCCTB will provide a sign for your window so Trick-or-Treaters know where they may visit. Some downtown businesses in the past have distributed coupons with treats to parents, so they could easily track how much business they generated. This is a great idea!

The official Downtown Westmont Trick or Treat Trail hours are from 11:00 am to 1:00 pm on October 27, 2012. The Trick or Treat Trail is from Dallas on South Cass to Chicago/Naperville on North Cass and includes Burlington and Quincy Streets. Further, we will have support from Westmont EMA to help families cross at key intersections and the Westmont Police Department will have an increased presence to enhance public safety.

Depending on weather conditions, anticipate 400 to 700 guests to say "Trick or Treat" at your location. Please be prepared to offer a "*Warm Westmont Welcome*" to all guests and encourage them to come back and visit again and again! WCCTB representatives will distribute "Westmont Trick or Treat Trail Costume Recognition Awards" at various Trick or Treat Trail locations. We will identify creative costumes and themes at all age levels, including adults.

Thank you in advance for your support of Downtown Westmont, please return the attached participation form to the Westmont Chamber of Commerce and Tourism Bureau by September 28, 2012 so we can promote online which businesses will participate. Contact the WCCTB with any event topics.

Westmont Chamber of Commerce & Tourism Bureau

One South Cass Avenue, Suite 101, Westmont, IL 60559
Phone 630.960.5553 Fax 630.960.5554

wcctb@westmontchamber.com
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**Westmont Chamber of Commerce and Tourism Bureau
2012 Trick or Treat Trail Registration Form**

_____ We will provide treats for trick-or-treaters on Saturday October 27th for the Downtown Westmont Trick or Treat Trail. Please provide me a Trick or Treat Trail participation window sign.

_____ Will not participate in the 2012 Downtown Westmont Trick or Treat Trail.

Downtown Westmont Business Alliance Information

You do not need to be a member of the Westmont Chamber of Commerce to participate in the Downtown Westmont Business Alliance (DWBA), a committee of the WCCTB. This group is an excellent way in which to network with other business and property owners and develop ways in which to promote business in our B-1 Business District.

_____ Please provide information about WCCTB participation and benefits.

Name _____

Business _____

Address _____

Telephone _____

E-mail _____

Westmont Chamber of Commerce and Tourism Bureau
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Remember to Shop, Dine and Discover Westmont at
www.westmontchamber.com