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## **ADDA Will Sponsor Downtown Window**

### **Decorating Contest Again This Year**

To enhance the holiday atmosphere, the Ashtabula Downtown Development Association (ADDA) will once again sponsor a window/storefront-decorating contest for downtown merchants and property owners (ADDA membership not required).

You must register for the competition by November 18, 2019, in one of the following ways:

- Sign up on-line at [www.downtownashtabula.com](http://www.downtownashtabula.com).
- Or send an email to [downtownashtabula@outlook.com](mailto:downtownashtabula@outlook.com).
- Or send a note to the ADDA at PO Box 362, Ashtabula, OH 44005-0362.

Please include your business name, contact person, email address and phone number.

To be included in the competition, your decorations must be up by Friday, November 22. This is the date of the annual Downtown Ashtabula Christmas Parade. The theme for this year's parade is "A Charlie Brown Christmas." You are welcome to consider incorporating this theme into your decorating, but it is not required.

Prizes will be as follows:

- 1st Place Winner = \$250,
- 2nd Place Winner = \$150,
- 3rd Place Winner = Gift Basket.

Contest guidelines are on the other side of this sheet. Questions may be directed to the ADDA at [downtownashtabula@outlook.com](mailto:downtownashtabula@outlook.com)

We will have a fair and impartial judging panel. No ADDA members will be involved in the judging. Please keep in mind that, while this is a contest, the main goal is to join together in the spirit of the season to make the downtown festive and attractive for the community.

Proprietors are encouraged to remain open during the time of the parade. There will be many visitors to the downtown area. You may want to consider offering coffee, hot chocolate, or a free candy cane.

## **Ashtabula Downtown Development Association Christmas Window Decorating Contest Guidelines**

- Your decorations must be in place by Parade Day (November 22nd) and must be kept up through Christmas Day.
- Winners will be selected by an impartial panel of judges. There will be no ADDA members on the judging panel. The judges will be touring the downtown to view the decorating on Parade Day, November 22nd, so be sure your displays are visible and lighted during that time.
- You are encouraged to use some form of lighting in your display.
- This year's parade theme is "A Charlie Brown Christmas".
- Although it is not required, you are encouraged to incorporate the parade theme into your decorating.
- Your decorating must be able to be viewed from the street as people drive by.
- Please try to vary your display from year to year.
- Keep your window lights on until at least 10 PM. Use a timer if necessary. It is important to keep Downtown bright and festive through the evening.
- Windows should be attractive both during the daytime and at night.

### The judges will take into account the following criteria:

- *General Presentation*: Overall effective presentation. Display and placement of decorations.
- *Originality*: The creativeness and originality in the theme and design concept.
- *Workmanship*: The craftsmanship in the creation. Detail in design and creation of objects with the effective use of colors and materials.