

Johnson City Chamber of Commerce

located at the corner of Main & Nugent in the historical Withers & Spaulding Bldg.

P. O. Box 485

Johnson City, TX 78636

830-868-7684

info@JohnsonCityTexasChamber.com

January 23, 2009

Dear Wildflower Days *Wildflower Market* Applicant,

Preparations for our 4th *Annual Johnson City, Texas Wildflower Days* are underway! In 2009, *Johnson City* will celebrate **Art, Wine and Wildflowers** on Saturday, May 2. Join us in the historical downtown district as we celebrate the peak season of one of the Hill Country's natural wonders.

Each year, tourists travel to the Hill Country to view the wildflowers and participate in key festivals. At the crossroads of this attraction is Johnson City, less than one-hour drive from Austin and San Antonio.

Last year's Wildflower celebration was resumed after a two-year absence and the response was outstanding. Feedback from vendors was overwhelmingly positive and we are improving this year's event based upon feedback. Advertisement for this event began in 2008 as we have added the event to our Calendar of Events sent to publications and websites. The Johnson City Chamber of Commerce has increased the advertising budget for this year's event and is committed to providing a highly advertised quality event that will offer the activities these visitors are drawn to. This event has full support of the Johnson City community and we expect 2009's event to be even bigger.

In 2009, all artisans will be juried entries. Please check the Johnson City Chamber of Commerce website (www.johnsoncitytexaschamber.com) for applications and additional requirements – *this information will be available shortly if it is not currently.* We especially encourage artisans to focus on the theme of this event. Participation from local artists is encouraged and very important to this community.

For non-artisan vendors, please complete the enclosed application. The market will include a wide variety of artisan exhibits, plus the bounty of plants, crafts and goods produced in the region. The booth fee, due with the attached completed application, will be cashed after you are notified of your acceptance.

This event is produced by the Johnson City Chamber of Commerce and a group of committed volunteers. Festivities will include the Wildflower Market with food and product vendors, arts and crafts, live musical entertainment, workshops, demonstrations and fun activities for the whole family.

If you have any questions, please contact the Johnson City Visitors Center at 830-868-7684.

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Patty Elliott

Patty Elliott, Chairperson