



Winchester Chamber of Commerce
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Lisa Wong
Winchester Town Hall
71 Mt. Vernon Street
Winchester, MA 01890

RE: Sidewalk Sale September 19th

Dear Town Manager Wong and Members of the Select Board,

The Winchester Chamber of Commerce is writing to you to ask The Select Board and the Town to help facilitate a Town-wide Sidewalk sale on Saturday, September 19th from 10:00-5:00 pm. The Chamber feels this will help to encourage residents to support local merchants during a time that is desperately needed for these Winchester businesses.

The Chamber will help to promote the sale through our website, Social Media and extensive email list. All merchants should be invited to participate in the sale and The Chamber will encourage social distancing guidelines and face coverings to ensure the safety of the customers and employees. Participating merchants will be required to obtain Certificates of Insurance.

The Chamber will promote this event as “Super Saturday Sidewalk Sale” which will help to alleviate some of the loss felt by the cancellation of Town Day. Shoppers can browse merchandise and offerings outside of the businesses in a safe and socially distant way. The restaurants will benefit from residents being encouraged to head downtown to peruse the many deals offered.

Please consider this request by The Chamber of Commerce on behalf of all the Winchester merchants and restaurants.

Thank you,

Cathy Alexander

Executive Director
Winchester Chamber of Commerce

Cc: Winchester Chamber of Commerce Board of Directors

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