



Agenda Item Report

Legislative Board: Main Street Advisory Board
Date:
Contact: Garret Hope
Agenda Item ID /
Number: 2026-31- / F.3

ITEM TITLE: Deliberation and possible action regarding the theme for the 2026 Spring Sip N Stroll
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1. EXECUTIVE SUMMARY

The Main Street Program has hosted Sip N Stroll events since December 2017, traditionally offering two events annually. Due to budget constraints, only one Sip N Stroll was held in 2025. Staff is seeking Board direction and approval on the theme for the Spring 2026 Sip N Stroll in order to begin development of marketing assets, décor and props, vendor coordination, and overall event logistics. Finalizing the theme at this time allows staff to move forward efficiently and cost-effectively.

2. BACKGROUND/HISTORY

Sip N Stroll is a ticketed, downtown-wide activation designed to drive foot traffic, promote local businesses, and create a unique, immersive experience for attendees. Participants stroll through downtown, stopping at participating businesses to sample beverages, shop, and enjoy themed entertainment and décor.

Historically, Sip N Stroll events have been one of the Main Street Program's most popular activations, with tickets frequently selling out in advance. Previous themes have played a key role in the event's success by influencing décor, attendee attire, marketing visuals, and overall atmosphere. While the Spring 2025 Sip N Stroll did not sell out, staff view this as an opportunity to refine theme selection, marketing strategy, and execution for Spring 2026.

3. ANALYSIS

Staff Theme Ideas:

- Downtown Disco
 - A high-energy, retro celebration inspired by 1970s disco culture. Downtown would feature metallic décor, disco balls, colorful lighting, and dance music, with guests and staff encouraged to dress in sequins, bell bottoms, and bold, flashy styles.
- MTV
 - An homage to the MTV Music Video days that ended as 2025 came to a close. A bold, nostalgic theme celebrating iconic music and pop culture eras. Décor would lean into neon, graphic visuals, and throwback music, while attendees and staff dress as their favorite music era or artist—from rock tees to 90s denim.
- Once Upon a Stroll
 - A whimsical, storybook-inspired experience that brings fairy tales and fantasy to life. Soft lighting, enchanted décor, and imaginative costumes create a magical atmosphere as guests stroll through downtown. Businesses are encouraged to decorate accordingly as favorite book or look.
- Renaissance
 - An old-world, Renaissance Fair-inspired theme featuring medieval décor, banners, and

warm lighting. Staff and attendees dress as knights, nobles, and villagers, creating an immersive, festive stroll through a historic village setting.

- Stranger Things
 - A nostalgic, 1980s-inspired theme with a mysterious, supernatural twist. Downtown décor would feature string lights, retro props, and subtle “Upside Down” elements, while staff and attendees dress in 80s styles or themed costumes inspired by the show.

4. FINANCIAL IMPACT

\$33,750

5. STRATEGIC PLAN/GOALS

HISTORIC AND VIBRANT DOWNTOWN

6. STRATEGIC PLAN OBJECTIVES

Vibrant Downtown

7. PROS AND CONS

Not Applicable

8. ALTERNATIVES

This is an open item for brainstorming and feedback, MSAB is able to suggest and decide on other things as needed.

9. REQUESTED ACTION / SUGGESTED MOTION / RECOMMENDATION

Staff's recommendation is to move forward with the Downtown Disco theme.

Attachments: