

Shops of Emmaus, Emmaus, Pennsylvania



November 22, 2010

Dear Fellow Emmaus Merchant,

The Shops of Emmaus continues to grow beyond that which we imagined thanks to you! The participation in our 2010 events was unsurpassed. We are excited about this growth as it allows us to expand our ability to further promote Emmaus.

In addition to enhancing our three events - the Best In Bloom Art Festival, Just Say YES to Scarecrows and Toast the Holidays, we plan to develop our organization further in 2011. Along with a partner realtor, we will hold two "Investors Days" to promote our Borough and showcase some of the commercial real estate that is for sale or rent within the Borough. We will also offer "guided tours" of our business district for any businessowner interested in opening in or relocating to Emmaus. At a member's suggestion, we created the successful "Emmaus Women's Mixer" and will continue to meet at Lee Gribbens on the second Thursday of each month. We have also hired a part-time Event Coordinator, Nichole Brown, who will assist us with the organization of our events.

In 2010, we partnered with several key organizations that have assisted in furthering our success: the Emmaus High School Key Club, the Lower Macungie Middle School Builders Club, the Emmaus Garden Club, the Greater Lehigh Valley Writers Group, the Girl Scouts of Eastern Pennsylvania and the Devon House. We are incredibly grateful to each for their assistance and all of those that have donated their time or items to help us with our events.

Enclosed is a 2011 Shops of Emmaus Membership Brochure and application. If you opt to pay for all of the events by January 31, 2011, you will receive a complimentary professional photograph of your business which will scroll on our home page from June 2011 until June 2012.

Please join us again, or newly, to create a strong, vibrant shopping and business environment for Emmaus. We look forward to a continued cooperative relationship with you! We welcome your questions, so feel free to contact us at 610-965-0425 extension 5 or email us at Info@ShopsOfEmmaus.com

Best Regards,

Shops of Emmaus

Emmaus ~ Be A Part of The Experience!

**P.O. Box 172 Emmaus, PA 18049
www.ShopsOfEmmaus.com**