



Window Wonderland

The Waterfront District BIA is proud to announce its second annual window display contest, “**Window Wonderland**”. Businesses compete in a friendly contest for bragging rights as to who has the best holiday window. For shoppers and diners, there’s nothing like walking down the street on a snowy winter day and stopping to smile at the lovely displays along the street. Last year a team of judges took to the street to decide the winners in various categories. This year things will be a little bit different as judging will be based on a People’s Choice Award.

Participation in the Window Wonderland contest is open to all Waterfront District businesses. To enter in the friendly contest, please complete the attached participation form. All entries must be received by **4:00 pm on Thursday, November 23, 2017**.

The window displays need to be completed by **9:00 am on Monday, December 4, 2017**. The list of Window Wonderland participants will be posted on the WD BIA Facebook page. All visitors to the Waterfront District are eligible to vote on the “*Best Overall Holiday Window – People’s Choice*”. Voting at each participating business will be via ballots. The voting criteria is attached. The voting sheets will be delivered to the participating businesses on Friday, December 1, 2017.

After consulting with the CEO of Holiday Spirit, *Santa Claus*, it was decided there will be three awards - first, second and third place for the “**Best Overall Holiday Window – People’s Choice**”.

The award prizes for the participating businesses will be:

- first place **\$200** in BIA gift certificates
- second place **\$100** in BIA gift certificates, and
- third place award **\$50** in BIA gift certificates.



In addition to the Window Wonderland contest, the **voters’ names** will be entered into a draw to win **\$100** in BIA gift certificates.

The Window Wonderland contest closes **Friday, December 15, 2017 at 4:00 pm**. The Window Wonderland contest winners as well as the lucky person to win the \$100 in BIA Gift Certificates will be announced on **Tuesday, December 18, 2017**.

The Waterfront District BIA is a non-profit association and self-funded by the businesses and property owners. The Waterfront District is dedicated to the redevelopment and promotion of a vibrant and healthy downtown north core.

Proud Sponsors of the Window Wonderland Contest





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Voting Criteria:

1. Use of theme
2. Title (clearly and beautifully presented in the window)
3. Creativity & Colour
4. Use of product
5. Overall presentation including lighting

The Waterfront District BIA Window Wonderland Contest			
Best Overall Holiday Window – People’s Choice Awards			
Participating Business	First Place	Second Place	Third Place
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
etc			

The Waterfront District BIA Window Wonderland Contest	
Voters’ Draw – \$100 in Gift Certificates	
Name:	
Email Address:	
Contact Number:	

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