

## Sun Prairie Downtown Business Improvement District

For immediate release, 10/2/2018



Colleen Burke  
City of Sun Prairie BID Manager | Marketing Specialist  
300 East Main Street  
Sun Prairie, WI 53590  
cburke@cityofsunprairie.com  
(608) 825.1191

### **Sun Prairie BID announces Sponsors and Street Vendors for Downtown is Open Celebration fundraiser event**

The Sun Prairie Downtown Business Improvement District (BID) would like to announce that it is hosting a Downtown is Open Celebration fundraiser on Saturday October 20 from 4:00-9:00PM. The premise of the event is to encourage everyone to visit Downtown Sun Prairie to support businesses that are open and within close proximity to the disaster explosion site that occurred on July 10.

The event will be located on the 200 block of E. Main Street in Downtown Sun Prairie. The 200 block of E. Main Street will be closed beginning at 1:00PM at Church and Market Streets, and at Columbus and King Streets to traffic for event set-up and during the event. Three local bands have agreed to perform at no charge for the event, and include: 3 Miles Away, Gina and the GLDs, and Rufus. The Sun Prairie Lions Club will provide bartending services and help in a variety of volunteer positions. The BID is partnering with Wisconsin Distributors to provide beer for this event. A variety of beer will be on tap, including special release and limited-run Potosi Sun Prairie Strong Pils. The block will be filled with 17 (seventeen) Street Vendors, a variety of businesses that will set up pop-up spaces in a market-style format.

There is no entry fee to attend the event. Net proceeds from the event, from financial sponsorships and beer sales, will be donated as follows: 50% to the Sun Prairie Disaster Relief Fund, and 50% to support the Downtown BID's Beautification efforts.

The Presenting Sponsor of the event is the Bank of Sun Prairie. When asked about the sponsorship, Bank of Sun Prairie President and CEO Jimmy Kauffman said, "We are very proud to partner with our local businesses and be a part of the resilient downtown area. This event is about moving forward, together, which has us excited about the future of our community."

Other sponsors include the following: Event Sponsor Eddie's Alehouse and Eatery, H&H Foundation Inc., and TDS Telecommunications LLC. Salvatore's Tomato Pies is a Donating Sponsor for this event. Friends of Downtown In-Kind Sponsors include Full Compass Systems, Hometown News Group's the Sun Prairie Star publication, Ross Electric, and The Country Plumber Inc.

There are a variety of Street Vendors for this event, and include the following shops, restaurants, and specialty services businesses: Burn Boot Camp, Eddie's Alehouse & Eatery, Glass Nickel Pizza, Grasshopper Goods, Hen & Rooster Vintage, James Steeno Gallery, Lizbeth Design LCC, Market Street Diner, Nest Interior Design, Prairie

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Flowers & Gifts, Razor Sharp Screen Printing, TDS, The Nitty Gritty, The Wire Basket, TruHome Inc., US Cellular Quality Cellular, and Waxing the City.

The intent of all BID-sponsored activities and events is to bring awareness to the variety of unique shops, specialty services businesses, and restaurants and bars that are located in Downtown Sun Prairie, and encourage event participants to visit Downtown Sun Prairie again soon.

Follow us on Facebook at Downtown Sun Prairie for information about events and updates!

[www.facebook.com/downtownsunprairie](http://www.facebook.com/downtownsunprairie)

Downtown Sun Prairie... we're having fun down here!

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