

Michigan Downtown Association \* [www.michigandowntowns.com](http://www.michigandowntowns.com) \* 248-838-9711  
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Dear MDA members and local businesses,

I wanted to first say thank you for all the thoughts and prayers that have been sent Holly's way during this devastating fire situation. We are so grateful for the many partners we have through the MDA and of course Main Street Oakland County- including my new friends- Molly and Kelly from the Lake Orion and Oxford DDAs.

As part of the "MDA Downtown Soiree to Benefit the Village of Holly" the MDA is asking for silent auction items to be donated so that we can then use at our August 13<sup>th</sup> event here in Holly. Those items will be used to help raise funds to support our downtown businesses, building owners, employees, and tenants, and the preservation of our Historic Battle Alley.

Our event in Holly is going to be a benefit concert featuring musicians from two of the establishments that were hurt in the fire. We are going to be accepting donations, doing a silent auction, 50/50 drawing, and having a beer tent run by the wait staff, who currently do not have jobs, taking tips. In between the musical acts, we will also be featuring different aspects of the downtown buildings and what they mean to Holly. It will be a fun time and a great way to raise money for the downtown but also help in the process of moving forward in positive ways!

We have also been collecting funds through our [Patronicity.com/Heart of Holly](https://www.patronicity.com/Heart_of_Holly_fund) fund to help as well. LINK:  
[https://www.patronicity.com/project/heart\\_of\\_holly#!/](https://www.patronicity.com/project/heart_of_holly#!/)

The Holly DDA has a 501c3 arm that all the funds raised are going through and the DDA is handling the application and process of using the funds in appropriate ways to help those that were impacted by the fire. We will use those funds to help in as many ways as possible and spread out in a fair way that makes the biggest impact.

Thank you for any way that you can help.

Nick Klemp  
Executive Director, Holly DDA