



July 19, 2022

Dear Downtown Stakeholders,

The Michigan Downtown Association has been trying to schedule an in-person, summer networking event for two years. We understand the importance of talking to one another, sharing stories, and having fun but unfortunately, the universe had other plans. We are so happy to be able to finally host an in-person networking event on Wednesday, August 3, 2022!

What began as a 'simple' networking event hosted by the MDA in a member downtown has morphed into a two-stop fundraising event with proceeds benefiting Downtown Holly and its historic Battle Alley that recently suffered a devastating fire.

We will begin our networking in downtown Lake Orion at 4:30 pm at Fork n' Pint, 51 N. Broadway Street, with complimentary appetizers and a cash bar. At 6:30 pm, the Downtown Trolley Express that runs between Downtown Lake Orion and Downtown Oxford will transport us to Washington Square, 15 N. Washington Street. While in Downtown Oxford, be sure take advantage of the Sick Pizza, 33 ½ N. Washington Street, food tent and the Social District. Together, we will enjoy the new public space, Washington Square, taking in the amazing mural and Stars of HOPE installation. The Downtown Trolley Express will run continuously between the two downtowns until 10:00 pm.

On behalf of the MDA, I want to thank Downtown Lake Orion and Downtown Oxford for their hospitality and commitment to fellow downtown neighbor, Holly. I greatly appreciate the continued support of Main Street Oakland County and their sponsorship of the appetizers to be served at Fork n' Pint. Small businesses never cease to amaze me and Fork n' Pint and Sick Pizza are no exception. Both restaurants are donating a portion of their sales from our event to Downtown Holly's relief efforts (20% and 15% respectively).

One of the most gratifying aspects of my job is the ability to connect people to the resources necessary to effectively manage a downtown organization. Our Downtown Summer Soiree will do just that, connect downtown managers and stakeholders for an evening of comradery and fun while helping support a community that recently suffered a terrible loss.

Please find attached a letter from Nick Klemp, Executive Director of the Holly Downtown Development Authority, explaining how your gifts and donations will be utilized.

Together, we can be Stronger.

Sincerely,

Dana Walker

Director, Michigan Downtown Association

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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 13th 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#!/

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