

SENECA

City teams with merchants for new downtown event

Sip N Stroll includes artists, wine tasting

BY JUSTIN LEE CAMPBELL
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SENECA — The city of Seneca is cosponsoring a new event with the Downtown Seneca Merchants Association that

will feature wine tasting and an art exhibit downtown.

Sip N Stroll Seneca is scheduled for 11 a.m.-6 p.m. March 24 and will include 20-30 artist booths with tents that the public can visit while sipping wine in Ram Cat Alley, according to merchants association vice president Wendy Pohl.

Pohl told the city's

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EVENT: Planned for March 24

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events committee on Tuesday that the merchants are keeping the event "as simple as possible" and focusing on showcasing the wine and artists.

The association is a group for merchants inside the city limits who gather on the first Tuesday of each month to brainstorm about events they can host to bring exposure to downtown.

"We want the merchants to see that we are willing to put on events to help promote more people to come to the downtown area, which helps their shops," Pohl said after the meeting. "We also want to be an eclectic group. You have the wine, art and restaurants. It's good for business."

Seneca parks and recreation department director Rick Lacey said Seneca City Council has approved

the city's sponsorship, which allows open containers of alcohol in Ram Cat Alley. The motion that council passed also included \$2,000 from hotel accommodations taxes.

Pohl and the merchants are asking the city to provide the large tent, high-top tables, trash cans and cones to block off the street, according to the association's planning meeting minutes.

City Councilman Joel Ward, the events committee chairman, said Sip N Stroll qualifies for accommodations taxes because it will bring in tourists.

"We appreciate you looking at something that's different," Ward told Pohl at the events committee meeting Tuesday morning. "It seems like we've done different things every year over the last 10 years, so that's exciting that you've got some new people on board."

The cost for a 10-foot-by-10-foot tent space is \$50, according to the association's meeting minutes. Artists are responsible for supplying their own tents and must apply for a space by Feb. 24 for the Seneca events committee to review and pick the artists.

Tickets for wine tasting will be sold through Brews on the Alley, according to the association's meeting minutes.

Pohl said Tuesday the city's sponsorship "really helps" the merchants association.

"We're trying to keep people's mind on downtown Seneca and anything we do in the downtown area," she said.

Email sipnstrollseneca@gmail.com for more information about the event or to submit an application for a space.

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