

Dear Business Owner,

We are working with the Heart of Biddeford on a project to determine the economic impact Winterfest has on the surrounding area. This is the third year of the event that takes place February 7-9 in City Square. We hope that you can participate for your benefit and ours so we can gauge how much of an impact this event has on not only your business, but also surrounding businesses and the City of Biddeford.

If you are able, we ask that you keep track of the number of customers you have as well as total revenues from Friday-Sunday on these three weekends: **Jan. 31- Feb. 2, Feb. 7-9*, Feb. 14-16**. By recording data on these three weekends, it helps us to better understand the impact Winterfest has on your business.

*Winterfest weekend

Business Name: _____

☐ **Total number of Customers:**

January 31- February 2: _____

February 7- February 9: _____ (Winterfest weekend)

February 14- February 16: _____

☐ **Total Revenue from weekend:**

January 31- February 2: _____

February 7- February 9: _____ (Winterfest weekend)

February 14- February 16: _____

Are you offering any sales or promotions during Winterfest?

☐ **Yes** ☐ **No**