



To: Jennifer D Robinson/cfp@cfp,  
Cc: Joe Sweat/cfp@CFP, Shyanne Helms/cfp@cfp, Kevin Browning/cfp@CFP,  
Bcc:  
Subject: Fw: Holiday Light Trolley Tour  
From: Nicholas Mimms/cfp - Friday 12/22/2017 09:40 AM

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From: Melissa Bagby <[melissa.bagby@abc-med.com](mailto:melissa.bagby@abc-med.com)>

Date: 12/21/2017 10:12AM

Cc: "[shelms@city-ftpierce.com](mailto:shelms@city-ftpierce.com)" <[shelms@city-ftpierce.com](mailto:shelms@city-ftpierce.com)>, "[jsweat@city-ftpierce.com](mailto:jsweat@city-ftpierce.com)" <[jsweat@city-ftpierce.com](mailto:jsweat@city-ftpierce.com)>

**Subject: Holiday Light Trolley Tour**

I wanted to send you an email to tell you what a delightful time my family had on the Holiday Light Trolley Tour. There was a group of 8 of us that attended together on the 6 pm tour Wednesday night 12/20/17. We thoroughly enjoyed the event and both Joe and Shyanne as the host. They did a great job at putting the event together and engaging with the people on the tour. Our only complaint was that we wanted to sing more!! If you think about it, there is nowhere that you can go to sing Christmas carols and we truly enjoyed the opportunity. It was a great addition to our holiday season and we hope you bring it back next year!! Heck, we would have even paid a few dollars for the ride!!

Encase you need some justification for why the event was successful in our opinions.

- Shyanne provided a lot of historical information about the City during the tour. She talked about the history of some of the buildings as well as improvements the city has made to increase the lights in downtown as well as bring up the west side of US1. This was engaging and informative and helps to steer the opinion of the city for those that think the downtown area can be a tad rough with some of the neighboring areas.
- We all shopped in the Wednesday Green Market which I had never realized was an event there on Wednesday.
- We all hung out and enjoyed the dancing trees in the Marina Square.
- We all ate dinner downtown which increases the business.
- We have an interest in visiting some of the businesses on the route that we didn't know about such as Merves Cuban Diner and that PB Cobb since it is under new ownership. Those businesses likely spend less than a \$100 on decorations yet the marketing return of being on the Trolley tour should pay off well. (Joe – feel free to use that to get them to participate next year!!!)
- It engaged the people who decorated their homes as they were a vested interest in winning as well as being outside to greet the Trolley. It was a nice sense of

community!

- Mostly, that we have an interest in what the city has going on and thought about checking on other events since this one was put together well and festive! Heck, I navigated the website today to see what was happening next and find these email address!

One suggestion that we would like to share is that maybe if you decide to have the event again, maybe offer a different route on different nights. Such as an East tour, or a West tour. You could even have the trolley meet at a different location to make it a shorter ride.

Thank you again for offering this event and a special thank you to Sheyanne and Joe for all their hard work and Christmas spirit! Kudos to you both!

Merry Christmas

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