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HAILEY HOLIDAY SQUARE PLANNED FOR ANOTHER GREAT YEAR

The City of Hailey and the Hailey Chamber of Commerce are pleased to announce the 4th Annual “Pop-Up” Hailey Holiday Square for winter 2015. This year, the Hailey Holiday Square will be located on Carbonate Street in front of Sturtos Hailey. The Square will be in place for the Holiday Lighting/Santa Stroll on December 11, 2015. There will be one additional “pop-up” day on Thanksgiving for the annual Turkey Trot.

The Hailey Holiday Square has been at a variety of locations for the last 3 years. This year’s location was chosen for its Main Street visibility, sun and proximity to area retailers. This portion of Carbonate Street was one of 12 sites identified by BSU as a Hailey Town Square site in a study earlier this year. Carbonate Street will be turned into a festival block this year for a “Pop-Up” Holiday Square, with a holiday tree, fire pit, lights, decorations, entertainment, music, food and a variety of retail vendors. Vehicles will still be able to access the Bullion Square parking lot. Additional parking will be created off of the alley west of Sturto's to accommodate the busy ski season and holiday traffic. Pop-Up Holiday Squares are a great tool for allowing the community to see how different locations function as a community gathering spaces, weighing the pros and cons of different locations before permanent decisions are made. The City will meet with area businesses the week of December 14 to determine if the Square should remain in place for the Holidays or be dismantled.

Mayor Fritz Haemmerle is encouraging all businesses to help Hailey stand out this holiday season by decorating their storefronts and making Hailey the place to be. Regarding the location for the 2015 Hailey Holiday Square, Mayor Haemmerle stated, “It’s time to light this town up! I am excited to try this location on Carbonate, and I applaud the local merchants for getting behind this idea.” Come shop locally, market vendors will be in the holiday spirit, and there will be a cookie decorating table for kids while you shop and socialize at the fun event.

This year’s Holiday Square will feature a keynote community event on Friday, December 11, 2:00-7:00 pm: Hailey Annual Tree Lighting combined with a Santa Stroll. Events include:

- Holiday Bazaar with vendors selling holiday themed crafts: 2:00 to 5:30 pm. Gift items such as jewelry, kitchen items made from wood, felted holiday gnomes, lamb products, pasta sauces and frozen homemade Italian dinners, book signing by Rebecca Rusch, local beer, locally grown wine and accessories
- Food and beverages from a variety of local merchants 2:00 to 6:00 pm
- Santa Claus will be available for pictures and Christmas wishes 5:00 pm
- Tree Lighting, 6:00 pm
- Hailey Chamber of Commerce raffle drawings on the ½ hour with a grand prize drawing at 6:00 pm
- Santa Stoll ongoing, all day and early evening

The City of Hailey and the Hailey Chamber of Commerce are extending an invitation to any vendors and/or non-profit groups interested in selling food or other holiday themed items on the Hailey Holiday Square on Friday December 11 from 4-7 pm. If interested, please contact Lisa Horowitz, Community Development Director with the City of Hailey, at 788-9815 or email lisa.horowtiz@haileycityhall.org.