



ECONOMIC
IMPROVEMENT
DISTRICT INC.

Media Release

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Downtown Evansville 2021 Events Schedule Announced

2021 sees the return of all EID organized events

ANNOUNCEMENT - March 24, 2021: The DOWNTOWN EVANSVILLE - Economic Improvement District announces their 2021 event schedule.

March 24, 2021: The DOWNTOWN EVANSVILLE - Economic Improvement District (EID) announces the return of all of our signature events for 2021. The event dates are listed below.

April (Dates Forthcoming)	Love & Light (A Two Night Lighting Installation)
May 8	Sidewalk Sale
Tuesdays in May	Tuesday Tunes & Treats (May 4,11,18,25)
May 29	Spring Small Business Saturday
Tuesdays in June	Tuesday Tunes & Treats (June 1,8,15,22,29)
Wednesdays in June	Market on Main (June 2,9,16,23,30)
July 4	Fireworks on the Ohio Presented by Tropicana Evansville
Tuesdays in July	Tuesday Tunes & Treats (July 6,13,20,27)
Wednesdays in July	Market on Main (July 7,14,21,28)
July 23	Main Street Event (more information coming soon!)
July 31	Night on Main Presented by Romain GMC
Wednesdays in August	Market on Main (August 4,11,18,25)
August 14	Night on Main Presented by Romain GMC
Wednesdays in September	Market on Main (September 1,8,15)
September 11	Dog Day Downtown Presented by German American Bank
September 18	Night on Main Presented by Romain GMC
September 24	Fall Wine Walk Presented by Romain Cadillac
October 17	4 th Annual NoCo Makers Market
October 30	Halloween Stroll and Trunk or Treat Car Show Presented by Hargett Automotive & Performance (New for 2021!)
November 6 & 7	Holiday Shopping Open House Weekend
November 13	Craft Beer Stroll (New for 2021!)
November 27	Small Business Saturday

December 4	A Downtown Christmas Presented by Engelbrecht Enterprises
December 4 & 5	Downtown Evansville Christkindlmarkt (New for 2021!)
December 10	Santa Stroll (New for 2021!)

In total, the EID will be organizing and hosting 60+ events for 2021. Additional smaller scale events such as a Downtown Evansville Fitness Series and instructor led class offerings in Downtown Evansville will be announced at a later date.

COVID-19 prevention measures will be in place for all events in accordance with guidelines from local and State officials. The EID will work closely with the Vanderburgh County Health Department and other entities on mitigation planning to safely execute each event.

“We’re excited at the range of events we’ve planned for 2021; all outdoors and planned with the safety of attendees, vendors, sponsors and our team,” said Josh Armstrong, EID President. “We’re launching new celebrations and experiences, including our first outdoor German-style Christmas Market, that we put on hold in 2020. And we’re bringing back, and growing events developed in previous years. We think we’ve put together a collection of great experiences for the whole community,” he added.

“Sponsorship creates more impactful events,” added Adam Trinkel, EID Marketing and Events Director. “Contact us to learn how your business or organization can be recognized in front of the over 40,000 event attendees we expect in 2021.”

Visit DowntownEvansville.com/Events or Downtown Evansville Indiana on social media for event details.

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About DOWNTOWN EVANSVILLE – Economic Improvement District

Following a 2017 petition process of member property owners, the EID was formed in 2018 to provide benefits and services to member properties paid for by a special annual assessment on these properties. The EID builds a more active and inclusive Downtown Evansville. It enhances resident, consumer, investor, work and visitor experiences in Downtown Evansville. In 2021, the EID will lead over \$200,000 in projects which improve the appearance of Downtown, in addition to marketing, advocacy and safety programs.