

## ***“Welcome Wednesdays” at the Flora-Bama***

For over twenty years locals and snowbirds have been getting together every Wednesday in January and February renewing old acquaintances and meeting new people at the Flora-Bama. We believe that this type of promotion, which spotlights several local merchants weekly, is mutually beneficial to all! Our aim has been and will continue to be to enhance and increase area business during our previously slow times of the year! The annual Mullet Toss and Songwriter’s Festival are just a couple of our endeavors at promoting bumper season business!

Instead of Seagulls, we’ve been attracting Snowbirds during the slowest months of the year. Weekly 200+ winter visitors plus locals show up for a festive afternoon of great entertainment, food and imbibery. The high point of the event are the door prizes from local merchants when we promote local goods and services available throughout the area for our newly arrived winter visitors! We, for one, feel that it is immensely important that everyone feels accepted, appreciated and important during their stay here! Therefore, we respectfully request your input and help in acknowledging all of our winter tourists while educating them as to what to do, where to go, eat or visit! Promotional goods and services at our weekly drawings feature local restaurants, bars, golf courses, charter boats, shopping outlets, boutiques, hair & nail places, auto repair, etc.

Mostly folks are offering simple discounts, an inexpensive item (i.e., bucket of balls, cup of gumbo, oil change, nails, etc.) or buy one get one free (i.e., golf fees, charter boat trips, lunch/dinner, etc.). The items are endless. No matter what the **investment**, each merchant is acknowledged (along with location) on stage during the drawings along with brochures, menus, business cards, etc. at the front door and on the tables.

We believe our combined hospitality efforts results in a more relaxed, friendlier atmosphere for all visitors year round, thus providing increased business for all!

We’re encouraging anyone who would like to participate in our joint/ cooperative advertising effort to please contact myself or Cheryl Lange at 850-492-0611 or 251-980-5118

Sincerely,  
“Minnesota” Pat McClellan  
“Oof Dah, You Betcha, Ya Sure!”