

Aug. 21, 2025



Attention Business Owners!

Members of the Seguin Downtown Business Alliance as well as City of Seguin Parks Department and Main Street staff have been hard at work planning this year's Holiday Stroll. This year's schedule includes:

Thursday, Dec. 4	Lighted Christmas Parade (Begins at 6:30 pm)
Friday, Dec. 5	15th Annual Sip 'n Stroll (6 to 9 p.m.)
Saturday, Dec. 6	12 th Annual North Pole Stroll (10 am – 2 pm) & Jingle Bell Run 5K (8:30 a.m.) Shoebox Parade (11 a.m.)

Calling all Chocolatiers!

Cocoa Sip n' Stroll begins at 6 p.m. on Friday and businesses are asked to remain open to the public as well. Activities in and around Central Park will include visits with Santa, photo opportunities, entertainment in the bandstand, and food vendors around the park.

If your business has participated in Sip 'n Stroll in the past, thank you! If not, please join us this year! All businesses, churches, and organizations are encouraged to serve cocoa the evening of Friday, Dec. 5, 6 - 9 p.m.

***Space is available in both Central Park, AND NEW FOR THIS YEAR, **inside The Nolte Building** (the former Wells Fargo bank) at 101 E Nolte for any business, church, or organization not physically located downtown that wishes to serve cocoa! ***

- **Registration Form & Payment to participate as a Chocolatier is due by Nov. 1. LATE ENTRIES WILL NOT BE ACCEPTED**
- **Payment should be payable to DBA of Seguin and submitted to the Seguin DBA, 208 S. Austin St., Seguin TX 78155.**

Please see attached Chocolatier Notes for more specific information. Any questions about the process can be directed to dana@yoursocrafty.com. We are looking forward to working with you!

Sincerely,

Dana Hall
President, Seguin DBA
You're So Crafty
(830) 379-0730





Chocolatier Notes

Chocolatier Orientation: MANDATORY Orientation will be Thursday, Nov. 6, at 9:15 a.m. at You're So Crafty.

Participation Requirements:

- **Cocoa should be served from 6 to 9 p.m on Friday.**
- Provide a 2 oz tasting per guest.
- While we'd like everyone who participates in Sip N' Stroll to purchase and use our commemorative mug, it is not a requirement. Attendees are welcome to bring their own mugs because Chocolatiers **WILL NOT PROVIDE TASTINGS IN DISPOSABLE CUPS**. This change was made last year to cut down on trash and help minimize chocolatier expenses while still allowing participation from all members of the community.

Don't forget to take your Food Handler's Course asap before you apply for the temporary food permit with the City of Seguin. [Here's an inexpensive one. Good for 2 years.](#)

When you've done that, download your certificate and head to the City's portal to get your Temporary Food Permit. (If you are licensed to serve food at your business, this is NOT NEEDED). **** Temporary Food Permit: All Chocolatiers without a food establishment license MUST apply for a Temporary Food Permit at an additional cost of \$25.** City of Seguin for the application: https://eportal.seguintexas.gov/energov_prod/selfservice#/home.

You will first need **to register**, then click on **Apply** and search for **Temporary Food Permit**. It will eventually ask for an Event Coordinator – just search for my name – Dana Hall.

*If you have questions regarding the Temporary Food Permit, please reach out to **Environmental Health at (830) 401-2432 or (830) 386-2214**. You will be required to display the permit during Sip 'n Stroll. Cocoa MUST be prepared on-site.*

Mug Artwork:

- The Downtown Business Alliance chooses artwork created by a local artist each **year** and designs a cocoa mug. This year's mug will feature the **Juan Seguin Statue**. The artist this year is Diana Bravo Gonzales.
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Advertising:

- Chocolatiers will receive recognition in Event Programs and Social Media.
- Programs will be distributed to Chocolatiers, who will also receive a Poster identifying you as a 2025 Sip 'n Stroll Chocolatier.

Mug Sales:

- Oct. 25 – Mugs sold at Pecan Fest in Downtown Seguin.
- If you want to sell mugs at your location, you must pick up from You're So Crafty and pay for mugs in advance.
- Mugs cost \$20 and you will buy and sell them at that price. No sales tax. *No refund for your unsold mugs.

Judging:

- Pick up a Tervis mug at Chocolatier Orientation. Tervis mugs must be picked up no later than Nov. 21.
- Drop off your Cocoa Sample in Tervis for judging by 5 p.m. Friday, Dec. 5, - location to be determined.
- When turning in your cocoa, be prepared to provide a name if you want to be entered into the "Most Creatively Named Cocoa" Category.
- Categories for cocoa judging are:

Best Milk Chocolate Cocoa
Best Dark Chocolate Cocoa

Best White Chocolate Cocoa
People's Choice via Online

Most Unique Cocoa
Most Creative Name

2025 Chocolatier Participant Form

Name of Business or Organization _____

Mailing/Physical Address _____

Serving Location of Cocoa : ☐ My location ☐ Central Park ☐ 101 E. Nolte

Cocoa Name and Category: DBA doesn't need this, but if you are having your Cocoa Judged, you'll give this information when you turn it in to the judges.



Are you a DBA member? _____ yes _____ no*

- ☐ \$35 for Members & Non-Profit organizations ☐ \$50 for Non-Members
☐ \$70 for Non-Members who want to be inside The Nolte Building at 101 E. Nolte.
(No extra fee for DBA Members)

*Annual Membership is only \$125 and there are many reasons to join! (Downtown Improvement and Beautification efforts, Joint Marketing Initiatives, working with fellow entrepreneurs, warm feeling in your heart).

Yes! I'd like to join!! ☐ \$125 Annual DBA Membership Dues (Membership Application attached)

Contact Name _____

Email _____

Phone _____

**Please make checks out to DBA of Seguin and send or deliver to
You're So Crafty, 208 S. Austin St., Downtown Seguin.**

Deadline is Nov. 1. No late entries allowed!

Internal Use:

Application Rec'd Date: _____ Payment: _____ ☐ Check _____ Cash _____

Copy of Food Permit Rec'd _____ Receipt Sent _____