

A MAIN STREET MAINE SUCCESS STORY: Rockland Summer Solstice Celebration *2nd Quarter 2010*



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Summer Solstice, 5000 attendees on Main Street

Be persistent, positive and focused. Stick to the mission and idea, communication is the key. If it is cruise ships or celebrations, communication always works!

After 10 years of bringing in outside food vendors to feed the 5,000 people that attend, this year we successfully had 18 restaurants on the street selling food. We have built confidence in the restaurants Downtown and on Rockland Main Street. We delivered great local food to the event attendees who will graze on the street. The retail shops and galleries also participated with sidewalk sales, face painting, chalk, dog activities, and art work. "The best Summer Solstice ever" we hit our mark this year!