

What is a Wine Swirl?

A Wine Swirl is a special event that draws visitors to the downtown area and into our businesses and buildings. More than 500 people will come downtown to enjoy wine and food samples, music, art and more.

A few details:



- **Fourth Annual Downtown Tyler Wine Swirl:
Saturday, June 24, 2017, 6-10 p.m.**

- Locally owned restaurants and area vineyards will offer food and wine samples in downtown buildings.
- Tickets for the event are \$50 per person; 500 tickets are sold. A ticket entitles a guest to visit each of the wine and restaurant sites to enjoy a sample of wine and/or food.

- Wineries will offer guests a sample of wine. The guest may just have the sample (one per guest), or may purchase wine by the glass or by the bottle.
- The guests will also be entitled to a sample from each participating restaurant.
- Art and music are also part of the event.
- Host businesses are encouraged to promote themselves with special sales, bounce-back coupon sheets, flyers, etc.
- This event serves as a fundraiser for the City of Tyler Main Street Program, which must fundraise a large portion of its annual budget. Among the department's downtown revitalization programs, the Main Street office manages Gallery Main Street and all of its programming, assists business and property owners and produces a range of special events.
- Security will be provided by off- and on-duty police officers.
- Signage and extra trash receptacles will be placed throughout the venue.
- A concierge service will be available for those who do not want to carry their purchases throughout the event.
- Volunteers will be assigned to each Wine Swirl site.
- A Tipsy Taxi service will be offered.
- Questions? Send an email to babell@tylertexas.com

