



*Small Town with a  
Big Backyard!*

# CITY OF BISHOP

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City of Bishop Pleased to Announce Seasonal Storefront Decorating Contest. First installment to celebrate Tri-County Fair History.

Bishop, CA - The City of Bishop, in partnership with the Bishop Chamber of Commerce, is pleased to announce the first event in a series of storefront decorating contests. The inaugural contest invites businesses to decorate storefront windows to celebrate the upcoming Tri-County Fair, with the theme "Celebrating 130 Years of Fun." The Storefront Decorating Contest is a fun way to celebrate local events and culture, create a festive and beautiful downtown, attract visitors to downtown Bishop, and support local businesses. The contest is being sponsored by the City of Bishop, the Chamber of Commerce, Sierra Wave Media, and the Inyo Register.

The decorating series is intended to showcase Bishop's business community and their merchandise, to promote Bishop's unique culture and character by highlighting local events, to build community by highlighting Bishop's regional identity, and to support a vibrant, festive and attractive downtown environment for residents and visitors.

"Bishop's businesses are the heart of our community," said City Administrator Jim Tatum. "This decorating contest celebrates the culture, events and businesses that make Bishop a unique and special place."

This is a free promotional opportunity for downtown businesses. The City of Bishop will coordinate the contest and promote participating businesses using select media during and after the contest. The City of Bishop will also be inviting people to visit downtown to shop and then to vote for their favorite storefront.

Winners will receive a \$100 gift certificate to a Chamber of Commerce business, and a voucher redeemable for new advertising in the Inyo Register or with Sierra Wave Media's Radio, TV or web platforms.

All Bishop businesses are highly encouraged to participate. The winning storefront will be selected by the community through online and paper voting. Paper ballot locations are available at the Chamber of Commerce and City Hall. Businesses are welcome to create incentives for the public to visit businesses to see storefront decorations. According to the City, businesses should focus on displays that celebrate the Tri-County Fair's history in the Eastern Sierra, showcasing merchandise, being creative, and having fun.

Future storefront decorating events will include fall colors, the Christmas holidays, fishing opener, Mule Days, California State Rodeo Championships, and Independence Day.

In order to enter your business in the decorating contest, or for more information, email Bishop City Planner Elaine Kabala at [ekabala@cityofbishop.com](mailto:ekabala@cityofbishop.com). All entries must be received by August 25th.