



Dear Business Owner and fellow Austinite,

Thank you for your continued support and partnership with us. For the past four years over 100,000 people annually have made this family friendly celebration of art and culture their destination for the New Year. We hope as our event grows you will continue to see an increase in customers on New Year's Eve Day. We welcome you to share in all that is good about Austin and its citizenry.

This letter is to notify you of street closures and changes in traffic flow occurring on Thursday, December 31, 2009 due to H-E-B presents First Night® Austin 2010. Affected areas will include the immediate surroundings of City Hall and Cesar Chavez and the portion of Congress Ave, which falls into the Grand Procession footprint. Congress Ave will not be closed for the duration of the event, it will be closed for parade preparation then as the procession moves down Congress - streets will reopen behind it. This will keep traffic interference to a minimum. Enclosed is a schedule and map which outlines the expected timeline, closures and adjusted routes.

H-E-B presents First Night® Austin 2010

Event Road Closure and Timeline

- **8am** **Dec 31- Road closures for City Hall surroundings and 1st St. Bridge.**
- **4pm** **Event Begins with a Family Festival Kick Off**
- **5pm** **Parade Staging Begins between 5th and 6th streets**
- **6pm** **Grand Procession Begins**
- **8pm** **Family Festival Finale on Auditorium Shores**
- **9pm** **Cesar Chavez safety closures for Fun Run and Fireworks**
- **12am** **Grande Finale Fireworks**
- **2am** **Jan 1 - All streets re-open**

There will be no permanent Congress closures

About H-E-B presents First Night® Austin 2010

First Night takes the ancient custom of marking the passage of time and transforms it into a citywide celebration of our cultural richness and artistic diversity. The concept of First Night has been celebrated for 4 years here in Austin, ignited by the idea of a citywide New Years celebration and a meaningful alternative to traditional revelry. In fact, over 112 other cities in the United States, Canada and New Zealand now have similar festivals, each with their own rich cultural twist! First Night® Austin was founded in 2005 and has grown to be the second largest First Night Celebration in the world.

First Night Fact Sheet

Event Date: Thursday, December 31st, 2009

Footprint: Procession: Congress Ave from 7th to Cesar Chavez
City Hall area, 1st St. Bridge and Auditorium Shores

Contacts: First Night® Austin
P.O. Pox 684867
Austin, TX 78768-4867
512-391-1551

Travis Rice, Curator
travis@firstnightaustin.org

P.O. Box 684867 | Austin, Texas 78768-4867 | phone: 512.739.9900 | firstnightaustin.org