

SMALL BUSINESS SATURDAY RECAP REPORT

Midtown Association highlighted and supported local businesses on Small Business Saturday, November 28, 2020. Midtown Association supported businesses by promoting specials through various earned and paid media, hosted a Welcome Station at the Midtown Farmers Market with Matty the Giant Elf, designed and installed festive holiday banners between 20th and 27th streets, and provided digital support including a webpage, newsletter, and social media posts.

PARTICIPATING BUSINESSES

40 small businesses were highlighted on exploremidtown.org/sbs which included minority-owned businesses such as Azul Mexican Food & Tequila Bar, Boone's Red Onions, Good Vibes Vegan Cafe & Herbs, KULTURE, Mango's Burger Bar, Shawn Reginald Clothing Company, and Thai Basil.

SACTOWN E-BLAST

On Friday, November 27, Sactown Magazine sent out an email blast on the behalf of Midtown Association in order to promote Small Business Saturday. The newsletter linked to exploremidtown.org/sbs.

Open rate	Click-to-open rate
16.0%	11.5%
2994 people opened	343 people clicked
Delivery rate	Bounce rate
99.9%	0.1%
18752 successful deliveries	9 hard bounces 5 soft bounces

542 total clicks across 2 trackable links

SMALL BUSINESS GIVEAWAY

Midtown Association gave away a \$100 gift card to Burger Patch for one lucky winner. Each person who entered the contest was required to submit a copy of a receipt from a small business purchase made on Small Business Saturday. 26 people sent in small business receipts totaling nearly \$500 spent at local businesses. The winner was Jenae Callison who spent money on dumplings at the Midtown Farmers Market.

CELEBRATE
SMALL BUSINESS SATURDAY
IN MIDTOWN, NOVEMBER 28TH!
EXPLOREMIDTOWN.ORG/SBS | @EXPLOREMIDTOWN

DISCOVER UNIQUE
GIFTS FROM 900+
SMALL BUSINESSES IN
MIDTOWN.
SEE OFFERINGS

FOR EVERY \$100 SPENT
AT A SMALL BUSINESS,
\$68 RETURNS TO THE
COMMUNITY.

SMALL BUSINESSES
NEED US. NOW,
MORE THAN EVER!
#SHOPSMALL

EXPLOREMIDTOWN.ORG/SBS | @EXPLOREMIDTOWN

SHOP SMALL BANNERS

In November, Midtown Association installed 37 banners along J Street between 20th and 27th streets to highlight Small Business Saturday and 12 Days of Midtown. These banners have an average of 13.3K cars that pass them per day.



SMALL BUSINESS SATURDAY INSTAGRAM TAKEOVER

Instagram influencer @thejoynextdoor, Joy Sheehan, did an Instagram takeover throughout the Small Business Saturday weekend on the @exploremidtown Instagram page, highlighting Pachamama Coffee, Bliss Marketplace, Refill Madness, Propagate, and Acheson Wine.



5 posts
44.2K people reached

WEBPAGE

The SBS webpage was the second most viewed webpage on exploremidtown.org in November and December with 1.3K visits in a 30 day period.

The webpage highlighted small business specials, transportation options, the Midtown Farmers Market, gift card giveaway, and 2019 SBS consumer metrics.



Small Business Saturday – November 28, 2020

Celebrate local businesses and shop small on [Small Business Saturday!](#) There are approximately 900 small businesses located right here in Midtown, Sacramento with so many exciting specials and offerings to encourage the community to shop small!

9 a.m. – 1 p.m. | **Midtown Farmers Market**

Small Business Saturday Welcome Station: Grab your FREE Small Business Saturday tote bag!

11:30 a.m. – 12:30 p.m. | **Midtown Farmers Market**

Get excited about shopping small with [Matty the Giant Elf](#) at the market.



This holiday season, it's more important than ever to support the Midtown local businesses that we love. Celebrate your favorite local businesses and shop small on [Small Business Saturday, November 28!](#) With approximately 900 small businesses located in Midtown, many have exciting specials and offerings to encourage the community to shop small!

When exploring J Street, be sure to view the [37 new banners](#) that highlight shopping small this holiday season, including the annual '12 Days of Midtown' in December. Check out some spirited ways to spend your Small Business Saturday in Midtown below!

NEWSLETTER

Midtown Association sent out a newsletter on Friday, November 27, to over 2,600 recipients.



MEDIA & SOCIAL MEDIA

Midtown Association generated 13 stories that included Small Business Saturday earning 627K views with a calculated advertising value of \$18,525.

In addition to the Small Business Saturday takeover, there were 7 posts on [@exploremidtown](#) Instagram which totaled 1,027 likes and reached 32,209 people., 15 Instagram stories with 84.1K views, 5 Facebook posts that reached 3.2K people, and 7 Twitter posts which had 4.9K engagements.



WELCOME STATION AT THE MIDTOWN FARMERS MARKET: WINTER WONDERLAND

On November 28th, the Midtown Farmers Market hosted a Welcome Station for Small Business Saturday where visitors could get a free #ShopSmall tote bag and learn more about the awesome opportunities happening for Small Business Saturday. This was also the debut of the Midtown Farmers Market: Winter Wonderland