



Small Business Saturday 2017 Post Promotion Report

As part of the national Small Business Saturday® campaign, the Midtown Association (MA) promoted to Shop Small® on November 25, to highlight the many unique boutiques, retailers, and small businesses in the district.

American Express provided promotional material and tote bags, which were given out some Midtown vendors. We received two boxes of bags (about 200 total tote bags) which were a huge hit at the Farmer's Market welcome station.

The Midtown Mascot was present at the Market, appearing on the KCRA 3 segment with Traci Rockefeller Cusack. The Sacramento Bee wrote a story on the event as well.

Budget: \$750.

Expenses:	Map/Flier printing to DSP,	\$125
	Midtown Mascot fee,	\$125
	Dry cleaning fee for outfit,	\$10

Changes from 2016 included:

- The Farmers Market was open for the day and there was no rain forecast, so that was great for attendance and programming. A welcome station was at the MFM, where shoppers were given free bags, which were stuffed with fliers or participating businesses, free swag, etc.
- A collaborative effort was made to bring shoppers to the central city, as MA worked with consistent messaging and planning with DSP, R Street, Old Sacramento, and Regional Transit to bring more people to the grid.
- RT provided a free shopping shuttle for the day to bring shoppers along a designated route. They also provided free day passes to riders.
- Outreach emails in advance to request info in a nicely formatted way from Midtown businesses. Many of them requesting participation provided all of the info necessary.

Ideas for 2017 include:

- Ask businesses for fliers/info to stuff in the free tote bags
- Keep the welcome station at the MFM, as the shop local is perfect for the market.
- Outreach in advance to MFM vendors to learn more about them, and ask if they'd like to promote specials for the day.
- Collaborate messaging again with the central city, which includes the free metered parking for the holiday season.
- If collaboration is with the other groups, we need to ensure our messaging is for the Midtown businesses only. While the collaborative effort was good, we need to remain focused on what is happening in the district.



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