

SMALL BUSINESS SATURDAY RECAP REPORT

Midtown Association highlighted and supported local businesses on Small Business Saturday, November 30th. MA supported small businesses by promoting their specials through various media channels, hosted a welcome station at the Midtown Farmers Market with Matty the Giant Elf from 10am-12pm, and supported the free Small Business Saturday transportation with Sacramento Regional Transit.

PARTICIPATING BUSINESSES

Below are the Midtown businesses that responded to email and newsletter outreach with their SBS specials

The B Street Theatre
Big Brother Comics
The Burger Patch
Capital City Beads
Capital Stage
The Colour Bar
Fleet Feet Sacramento
Ginger Elizabeth Chocolates
Hawks Public House
Identity Boutique
Kulture
Lexe Boutique
Little Relics
Mango's Burger Bar
Mike's Camera
Moppet Shoppe
Nekter Juice Bar
Pachamama Coffee
Paragary's Midtown
Pera Dice Cards & Gifts
Pomegranate Boutique
Propagate
PURPOSE Relles Florist
The Rind
RIRE Boutique Midtown
ShopCuffs
TRUE – A WEAWEWorks Boutique
University of Beer
Veg Cafe & Thai Basil Midtown

WHAT WORKED

- Increased businesses involvement by overall numbers that participated compared to 2018



MIDTOWN
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**

- Social media posting schedule for the businesses included
- Earlier outreach to businesses this year compared to 2018
- Specific SBS newsletter distributed
- Day-of media opportunity with Good Day Sacramento
- Midtown Mascot (Matty the Giant Elf) at the Midtown Farmers Market
- Midtown Farmers Market social media posting leading up to SBS
- Providing prizes for Capital City Beads' Shop Sac Guide
 - \$250 worth of SBIA gift cards
 - Sac Republic Tickets and Swag
 - Nekter Gift Card
 - B Street Theatre Tickets
 - Cap Stage Tickets
 - Sac Comedy Spot tickets
 - Sutter's Fort Swag
 - GIG Rides and Swag

WHAT NEEDS IMPROVEMENT

- Timing of SBS tote bag arrival
 - Bags did not arrive until after 12/1
- Timing of SBS postcard arrival
 - We paid for expedited shipping but postcards were late
- Midtown Farmers Market posting day of the Welcome Station
- Matty the Elf – or Midtown Mascot- posting day of the Welcome Station

BUDGET

| | | |
|---|-------------------|----------------|
| Total Budget | | \$1,000 |
| | | |
| Total Expenses | 2018 | 2019 |
| Midtown Mascot | \$250..... | \$300 |
| Small Business Saturday Postcards | N/A..... | \$0 |
| Gift Cards for Capital City Beads | N/A..... | \$250 |
| SacRT printing | \$100..... | \$100 |
| Total..... | \$350..... | 650.00 |

WELCOME STATION



MA provided 56 Sacramento Natural Food Coop bags stuffed with the SacRT shuttle map and the ShopSac2019 Shopping Guide to UH at the Midtown Farmers Market's Welcome Station. Matty the Giant Elf made an appearance at the Welcome Station from 10 am – 12 pm to help pass out the tote bags and inform shoppers of SBS. Waiting on attendance numbers for the market.

MEDIA

A sampling of media included:

- [TV Interview, Good Day Sacramento 11/30/2019 9 am](#)
- [Small Business Saturday Article, ABC 10 11/26/2019](#)
- [Farmers Market SBS Welcome Station Article, The Sacramento Press](#)
- Social Media – Facebook, Instagram, Twitter (25+ posts from Explore Midtown and Midtown Farmers Market)
- Winter programming outreach newsletter 10/24/2019
- Small Business Saturday promotion newsletter 11/25/2019
- Explore Midtown website
- Digital Calendars
 - Sacramento365

Presented by Midtown Association at Midtown Farmers Market, Sacramento CA

👍 Comment

NOV
30
2019



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!

Sacramento Regional Transit is offering a shopping shuttle to help you get around to your favorite local businesses with a special stop at the Midtown Farmers Market's Small Business Saturday Welcome Station

[Midtown Farmers Market Schedule:](#)

-9am-1pm:

[View more](#)



MIDTOWN
ASSOCIATION

**THE CENTER FOR CULTURE, CREATIVITY
& VIBRANCY IN SACRAMENTO'S URBAN CORE.**