

2010 Extended Hours Proposal

2010 Program:

In exchange for SDDA provided advertising, News leader coop advertising and street entertainment, participants agree to remain **open until 9PM on Friday evenings from August 6 through December 17** and will also display and luminaries provided by the SDDA at their storefront on Fridays, display promotional materials related to the program, store hours signs and **track sales and traffic from 5-9 on Fridays** throughout the duration of the program from August through December.

Program Features:

Friday evening street entertainment from 6PM until 9PM, July 9 – October 1

Designated street entertainment areas on Beverley Street/Wharf on Friday evenings.

\$165 News Leader Cooperative Advertising Package: 2 X 3 block ads @ \$33 per month for 5 months (August 6 – December 17) merchant pays only \$165, optional.

Participating businesses will receive a business profile in the News Leader with a picture and an article.

FREE Listing in Hook Ads: The SDDA will purchase an ad schedule from The Hook that includes 1 full page ad, and alternates 2 ads per month (1/2 and ¼) alternating business ads (3-5 per month) at no cost to participating merchants.

Customer Reward Promotion:

August 7-August 21 (3 WEEKS OR WHILE SUPPLIES LAST)

Purchase \$25 or more on Friday evenings from 5 – 9PM, and receive a certificate good for a \$5 credit at any Downtown retailer.

Participants in the Extended Hours Program will be given 2-part certificate to distribute during the promotional period at the point of sale. They will be required to track the distribution by writing the date, amount of purchase and store name on a removable stub and keeping those to turn in to the SDDA. The merchant must provide a receipt for the customer.

The merchant receiving the certificate will turn it in to the SDDA for a refund.

Rules:

- Customers who spend \$25 Friday evenings from 5-9PM (at participating stores) between 8/7 and 8/21 will receive a \$5 certificate, redeemable at a later date, at any Downtown retail store.
- Customers must show the receipt from the original purchase to redeem the \$5 certificate.
- Certificates may not be redeemed at restaurants or for alcohol or beverages.
- Certificates are not redeemable for cash.
- Certificates valid through 9 PM, October 1, 2010. (Customer must use the \$5 certificate by the deadline.)

Summation from 2009 Extended Hours Program

Conclusions:

1. Businesses with consistent extended hours will see results, if they are willing to maintain the hours at least a year or so. **When comparing traffic (number of customers) during the 4 month promotional period in 2009 to the same four months in 2008, stores with established store hours show an average increase of 17% in customer traffic.**
2. The economic downturn changed shopping and dining patterns significantly but we are slowly recovering. **On average, retail sales at participating retailers were up in the District at +9.24%.**
3. Restaurants and entertainment are key to generating evening traffic, but do not necessarily generate evening sales. **Restaurants generated 19,691 customer visits.** The turnover rate (number of dining customers who shop) is 3.94%. The national average is 3.25%.
4. Extending hours until at least 9:00 PM is essential for seeing results.
5. Destination businesses benefit the most from evening hours. Extended hours alone will not produce dramatic increases in sales or traffic. Additional business practices, regardless of hours, affect business performance, especially events, social networking and a web presence. **The top 3 performing retailers attracted numbers ranging from 1002 to 543 customers during the 2009 Program, where traffic increased up to 200% during months where business advertised events and educated customers.**

Recommendations for the Program, going forward:

Continue to offer Friday evening entertainment Friday evenings from 6PM until 9PM in the designated street entertainment areas on Beverley Street/Wharf on Friday evenings July 9 – October 1. The dramatic 61% increase occurred during a month of consistent Friday evening Street Entertainment which was very successful in drawing significant numbers to Downtown streets.

Individual stores will be responsible for taking full advantage of updated program by participating in in-store activities and creating their own in-store promotions.

Stores will be encouraged to not only stay open during the event and increase weekend hours July through Christmas. We will also continue to encourage businesses to participate in an ongoing program that enables them to adopt proactive business habits and educate retailers about options for getting street traffic into their stores by offering a customer rewards program, suggestions for additional store activities to encourage cross-over shopping and advertising opportunities to promote individual activities. (see attached)

It will be mandatory to stay open on Friday nights until 9PM and display the indicator provided and post store hours. We will provide participating store with an on-street indicator that they are open for business.

Participating businesses need to invest time or dollars in the program to become personally invested.

Businesses will be offered the opportunity to buy cooperative advertising packages that will have a reduced fee attached AND they will be included in advertising provided by the SDDA if they agree to adopt the Friday evening hours and track traffic and sales during the program.

Cooperative from the NewsLeader: From August 6 – December 17 the News Leader will feature a full page ad that runs each month. It will have an SDDA header and \$33 2 X 3 block ads for the participating merchants. The incentive for participation is that the business will receive a business profile in the paper with a picture and an article.

Hook Ads: The SDDA will purchase an ad schedule from The Hook that includes 1 full page ad, and alternates 2 ads per month (1/2 and ¼) alternating business ads (3-5 per month) at no cost to participating merchants.

(NOTE: The SDDA will offer professional photography from a local provider packaged at \$150 for a 2-hour session with a stylist and will receive three images.)

Retailers need customer incentives to take advantage of restaurant traffic and to shift consumer focus shopping while they are entertained.

To kick-off the program, the SDDA will include a retail-focused, sales-driving promotion, where customers purchasing \$25 or more on Friday evenings from 5 – 9PM, August 7-August 21 (3 WEEKS OR WHILE SUPPLIES LAST) will receive a certificate good for a \$5 credit at any Downtown retailer. Participants in the Extended Hours Program will be given 2-part certificate to distribute during the promotional period at the point of sale. They will be required to track the distribution by writing the amount of purchase on a removable stub and keeping those to turn in to the SDDA. The customer will receive the \$5 certificate and the merchant will staple the receipt to the certificate. The merchant receiving the certificate will turn it in to the SDDA for a refund. The certificate will have space on the back for name, phone, address, email to be entered in a contest to win a prize.

Rules:

- Customers who spend \$25 Friday evenings from 5-9PM (at participating stores) between 8/7 and 8/21 will receive a \$5 certificate, redeemable at a later date, at any Downtown retail store.
- Customers must show the receipt from the original purchase to redeem the \$5 certificate.
- Certificates may not be redeemed at restaurants or for alcohol or beverages.
- Certificates are not redeemable for cash.
- Certificates valid through 9 PM, October 1, 2010. (Customer must use the \$5 certificate by the deadline.)
- Customers must complete the entry form to be entered in the drawing, but they need not complete the entry to redeem the certificate.

Program Budget SDDA - \$7000

The Staunton Downtown Development Association will contribute \$7,000 to the 2010 Extended Hours initiative for the continued support of existing downtown businesses and in order to enrich the downtown business environment providing business opportunities that help recruit additional downtown businesses, benefitting the Staunton community as a whole. The \$7,000 provided for the 2010 Extended Hours campaign will be used for advertising, promotion and entertainment, as outlined in the project budget below:

August through December 17 (5 Months/24 Weeks)

Activity	Description	Cost
Street Entertainment	6-9 PM on Fridays from July 9 through October 1	\$1300
Customer Rewards	Spend \$25 or more on Fridays from 5-9 PM and Receive a \$5 Gift Card (August 7-August 21) Retail only. Do we limit to participating stores?	\$2500
Production for perforated certificate	500 - \$5 Cards at \$2,500	\$150
Hook Co-op		\$1975
News Leader Co-op	Monthly full page Coop Ad 1 Downtown page per month Advertisers will receive a business profile article with their picture SDDA ~ \$400 per month Merchants ~ \$33 per month 2X3 AD \$165	\$2000 SDDA
Street Element	30-40 Luminaries hard plastic bag Lumabase weights Ultra-bright Battery candles	\$59.50 \$47.90 \$131.70 \$239.40 (+shipping)
Printing (posters, bag stuffers)		\$150
Total		\$8325

What can do?

How Does Participating Downtown Events Benefit Your Business?

Generates a buzz with free advertising for participating stores.

Advertising can be expensive and it is often not affordable for independent businesses. By participating in SDDA events, your store will be advertised at either no cost or low cost through cooperative advertising.

Helps grow customer base. Reaching out to locals and visitors that have not shopped or dined downtown for an event, increases awareness and business visibility and creates new customers.

Creates community connection. By inviting the community into your store for an event, you are creating a deeper connection and network with them which increases loyalty to your store and the downtown area.

Evening hours promote visibility of stores and restaurants. Because many downtown businesses close early in the evening, professionals and working parents do not find downtown shopping convenient to their schedules or lifestyles. By staying open later during evening events, businesses give the public a chance to see and shop their stores and products.

Creates a lively and inviting street environment. By scheduling activities that occur out on the streets, vehicular and walking traffic can experience a lively, energetic atmosphere, encouraging them to interact and be part of the downtown culture and to remind them that we are open for business.