



Retail/Restaurant

Provide cross over business by offering a themed retail item in coordination with purchasing a menu item at a collaborating restaurant at a discount (or full-priced).

At Home Pack

Create an experience that is prepackaged in coordination with another retailer to create something unique at home. Offer an online session/training/workshop on how to create the experience or an instruction sheet on how to enjoy.

Trunk Show

Invite guest artists to showcase something new at you and your collaborating business' store for an exclusive weekend. Sign up for time slots to experience highly encouraged. Offer additional treat bags/giveaways/samples that are pre-packaged for those who sign up.

Reading Rainbow

In-store promotions of books, virtual book readings, scheduled time slot book signings, virtual author talks.

House Plant Lovers

In-store promotions of house plants and maintenance products. Virtual or pre-recorded plant care workshops. Seedlings and pot displays featuring products from collaborating businesses or instruction on how/where to get complimentary items to your display. Scheduled hands-on planting activity featuring another business as well or coupon for their business.

Get Outdoors

In-store promotions of outdoor gear and supplies with another retailer. Workshop/Q&A Session/Pre-Recorded video on proper gear for activities. Picnic basket displays showcasing collaborating business products as well as your own. Inspirational displays on where locally to go/visit, images of gear in those locations. Promoting to go snack bags in coordination with a particular product sale from collaborating business.

Re-Use It

Showcase locations and products utilizing re-use in downtown. Workshops/Q&A Session/Pre-Recorded video on re-using a specific material or item. Talks on how to reduce waste. Re-use starter kit displays with complementary business.

All That Glitters

In-store promotions of products that sparkle and shine. To-Go pick up or mailed kits to create something at home. Workshop/Q&A/Informative fun videos on how to make your space shine.

Deck The Halls

In-store promotions or displays highlighting decorating for the Holidays, virtual wreath making, ornament making, garland making with materials packaged and picked up beforehand

Glowed Up

Self-care/spa themed promotions, workshops on self-care, product making activities.

*Supporting businesses can reach beyond the BID area or be invited into the BID area for the event with the intent that the main focus remain increasing traffic inside downtown retail spaces.

Examples from types of past events that would possibly qualify:

Kid's Unplugged Day, Wool Day, Fairy Fest, Shore Yourself Up etc, Read Local, Vessels & Vinegar