



# DOWNTOWN BUSINESS GUIDE TO PARTICIPATING IN EVENTS

HOSTED BY MARIETTA MAIN STREET

2021

# WHAT'S INSIDE THE GUIDE

- 1 CHECKLIST: PREPARING YOUR BUSINESS FOR EVENTS
- 2 FIRST FRIDAY EVENTS
- 3 SHOP HOPS & MORE
- 4 JOINING MAIN STREET



# 1 CHECKLIST: PREPARING YOUR BUSINESS FOR EVENTS

Regardless of what type of business you own, you can use this checklist as a guide for your event participation preparation. Planning ahead for event participation is the key to a successful business experience!

## MOOD AND ATMOSPHERE

- Product Displays:** Are you properly and prominently featuring themed products, services, & gifts that complement the event theme? Is it easy for customers to find themed products?
- Decorations:** Could you add decorative pieces inside & outside your business to celebrate the event, on walls, furniture, displays, windows, etc.?
- Lights:** Would adding a string of lights bring your event decorations to life?
- Overhead Music:** Are you providing the full experience by playing themed overhead music? Are you providing variety so that overhead music won't drive your staff crazy during the event?
- Window Displays:** Have you decorated your window displays to match the event? Are you using your displays to promote products that will sell well during the event?
- Staff Attire:** Have you spruced up your staff's attire so that they look more festive and fun? Could you add a necklace, pin, or hat to infuse their outfits with more event spirit?
- Scents:** Could you use aromas to fill your business with warm and rich seasonal scents?

## PROMOTIONS AND MARKETING

- Website:** Does your website highlight your event participation? Are your event hours prominently posted? Does your website direct folks to spend their money with your business?
- Blog:** If you have an active blog, do you have event posts created and scheduled to post?
- Email:** Do your upcoming email campaigns include the event and any promotions?
- Social Media:** Are your event posts scheduled out? Have you changed your feature photos to seasonal images or graphics that highlight your event promotions? Have you updated your business hours on social media? Are special events included in your Event Feed on Facebook?
- In-Business Signs:** Have you styled your in-business signs? Does your content feature event specials and promotions? Do you have a plan to display interior signage effectively?
- Advertisements:** Have you sent any of your event ads to print and radio advertisers? Are your online ads event-related? Do you know yet what special promotions and offers you'll have?
- On-Hold Messaging:** Does your on-hold message include your seasonal hours and mention your promotions and special events?

# 1 CHECKLIST CONT.

## STAFF AND OPERATIONS

- Hours & Schedule:** Have you adjusted your hours for the event? Have you properly notified staff and customers of the event and any scheduling shifts?
- Staff:** Do you have enough staff to provide the help you need? Do you need to add hours to staff schedules? Do you need to hire and train additional help?
- Inventory:** Do you have enough inventory to cover event purchases? Do you have a plan for what to do if you run out of a product?
- Gift Cards:** Are you prepared to sell gift cards? Do you have extra stock of cards? Is your staff trained to sell gift cards and certificates? Are they trained to redeem them?
- Emergency Situations:** Have you run through emergency situations -- like how to change receipt paper rolls, where to get change, where to get extra bags, what to do if an employee doesn't show up -- with your entire staff?
- Check-Out Lines:** Do you have a plan for managing long check-out lines? Do you have a way to set up extra check-out lines or mobile check-outs if lines become too long?
- Giving Back:** Is your business focused on philanthropy for the event? Are you promoting your cause throughout your business and allowing customers and/or clients a way to give back through your organization? Fun Fact: Marietta Main Street is a 501c3 nonprofit, charitable organization!

## MAINTENANCE & CARE

- Data & Metrics:** Do you know what stats you need to track to monitor the growth of your business? Foot traffic? Average sales per transaction? Conversion rate? Peak revenue days and hours? Are you prepared to track these stats during high traffic? How will you know you are successful?
- Customer & Client Loyalty:** How do you plan to deepen your relationship with existing customers and clients during the event? How can you show loyal customers they're appreciated?
- Strategic Goals & Actions:** Do you have specific goals or benchmarks you'd like to achieve during the event? Have you communicated those to staff? How will you achieve those goals?
- First-Time Customers & Clients:** How will you turn a first-time customer or client into a loyal one? What information do you need from first-timers to keep them connected to your business?
- Storefront & Facade Decor:** What is your daily, weekly, and monthly storefront and facade care plan? Do you need to wash windows? Setup sidewalk signs? Sweep sidewalks? Clean trash?
- Merchandising:** How do you plan to update product and service displays for the event? What inventory needs to be upfront and what inventory do you need to group with others?
- Community & Relationships:** How do you plan to work in partnership with fellow business owners the event? Can you coordinate promotions? Can you participate in similar events?

# FIRST 20 FRIDAY 21



## PARTICIPATION GUIDE FOR DOWNTOWN BUSINESSES

### **JANUARY: FRIYAY FOR THE NEW YEAR**

Wave goodbye to 2020 & hello to 2021 on the 2nd Friday of the month by clearing out unwanted or unsold items from the holiday season with red tag sales, sidewalk sales & more.

### **FEBRUARY: TREAT YO' SELF**

February is the month of love and this year, we're uplifting the power of self-care! Promote all things comfy cozy, health & wellness, destress-oriented, and positive!

### **MARCH: SHAMROCK & ROLL**

Feature live music on the inside and green & gold flare outside with decor and more. Participate in a downtown Pot O' Gold giveaway and promote your promotions and sales!

### **APRIL: DOWNTOWN PEEP SHOW**

Celebrate one of the season's most popular candies: Peeps! Invite a local group to create a Peep Sculpture and be entered to win a prize.

### **MAY: IT'S A CARNIVAL!**

Carnival games, food, and fun are the theme for May's First Friday. This is an easy theme to make kid-friendly, too, so offer specific fun sales & events for children as you'd like!

### **JUNE: DOWNTOWN ART WALK**

Invite a local musician, artist, or organization to display their work and enjoy the warmth of the summer season.

### **JULY: DOWNTOWN ART WALK**

Invite a local musician, artist, or organization to display their work and enjoy the warmth of the summer season.

### **AUGUST: DOWNTOWN ART WALK**

Invite a local musician, artist, or organization to display their work and enjoy the warmth of the summer season.

### **SEPTEMBER: SPIRIT NIGHT**

Celebrate your favorite school or team by dressing in their colors, decorating windows, and offering fun events and promotions for fans.

### **OCTOBER: FALLING FOR MARIETTA**

Embrace the changing of the seasons with fall displays, Halloween flare, and love for all things local. Make sure to feature Marietta items and merchandise!

### **NOVEMBER: THANKS (FOR) GIVING**

This month we're going to give back to our community in thanks for supporting downtown year round. Feature a local nonprofit, offer donations for sales, and more to give back!

### **DECEMBER: MOONLIGHT MADNESS**

It's the most wonderful time of the year and holiday shoppers are at the ready to find great gifts for loved ones. Don't forget this event is extra late, until 11 p.m.!

# 3 SHOP HOPS & MORE

Mark your calendars for our events in downtown Marietta. Event descriptions can be found below. Make sure to check your your email inbox to learn more about each event, how to participate, and participation deadlines!

## MARIETTA ICE SHOW

1/16, 2 P.M. TO 6 P.M.

A Marietta favorite is continuing in 2021 with the Marietta Ice Show on Saturday, January 16th from 2 p.m. to 6 p.m. in downtown Marietta, Ohio. Downtown visitors will get to explore the city streets and find 16 expertly-carved ice sculptures on display, each created by local artist Tyson Whistler, plus view a live sculpture carving at the Armory. Big thanks to Glenwood Community for their sponsorship of this event!

## CABIN FEVER SHOP HOP

3/20, 11 A.M. TO 4 P.M.

Our Cabin Fever Shop Hop is the perfect opportunity to head outside and enjoy downtown on March 20th from 11 a.m. to 4 p.m. Small businesses in downtown Marietta will host sidewalk sales, fun promotions, special events and more. Shoppers will be entered to win the Cabin Fever Basket, full of downtown goodies like gift cards from participating businesses, Main Street swag, and more! The more purchases you make downtown, the more chances you get entered to win. The Cabin Fever Basket winner will be announced on Monday, March 22nd on Marietta Main Street's Facebook Page.

## WINE & CHOCOLATE WALK

6/26, 2 P.M. TO 6 P.M.

The 2021 Wine & Chocolate Walk will feature a variety of stops downtown for ticket holders to enjoy bites of chocolate, sips of wine, and other various giveaways through this event.

**Other 2021 events are preliminarily scheduled, like additional shop hops, bar crawls, downtown tours, virtual cash mobs, and more, including our Hometown Holidays events. Once those details are confirmed, this guide will be updated and reshared.**



# 4

# JOINING MAIN STREET

## **DOWNTOWN BUSINESSES CAN JOIN MAIN STREET FOR \$250 A YEAR AND ACCESS THE FOLLOWING BENEFITS:**

**Exclusive access to Main Street event participation.** Only Main Street Partners can actively participate in Main Street events, like First Fridays, bar crawls, shop hops, and more. Partner event participation is promoted on social media, in press releases, and on our website.

**Partner Spotlight promotion in digital media.** Each Partner will annually have a Partner Spotlight blog post published on our website, using content provided by the Partner, that is shared on social media reaching thousands of locals across Marietta.

**Digital Marketing Partnership with Clutch MOV.** Reaching over 25,000 people weekly in the Mid-Ohio Valley and beyond, Clutch MOV - the MOV's online community magazine - is partnering with Main Street to extend advertising benefits to Main Street Partners. Partners will enjoy an annual, one-time discount of 50% off an Instagram or E-Newsletter ad package - a savings of up to \$175!

**The pride of investing in the growth of Marietta.** We work hard to serve our community well and are proud of what we've accomplished since our first national accreditation in 2013. We've maintained that national accreditation every year since then thanks to the support of our Main Street Partners!

**MAIN STREET PARTNERS INVEST IN OUR MISSION BY SUPPORTING OUR ADMINISTRATIVE AND OPERATING COSTS.**

**[CLICK HERE TO BECOME A PARTNER OR VISIT  
WWW.MARIETTAMAINSTREET.ORG/JOIN](http://WWW.MARIETTAMAINSTREET.ORG/JOIN)**