



Made In  
SLC

## Special Event Proposal

March 1, 2016



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# Executive Summary

## Why Small Business Saturday?

Utah consumers spend the majority of their money at national chain retailers, but studies show the big national retailers are not giving back. With a mere 13.6 percent of their revenue returned to the local economy, national retailers are far behind locally owned businesses when it comes to giving back to the state of Utah. Indeed, studies show locally owned retailers return 55.3 percent of their revenue to the Utah economy.

Utah consumers need to reconsider their buying habits and look into their neighborhood stores. By only shifting 10 percent of purchases from national chains to local businesses, \$1.3 billion would be kept in Utah's economy. Small businesses are critical to the economy and deserve to be taken seriously.

## What is MadeIn SLC?

Utahns need to reconnect with their neighbors and rediscover the benefits of “shopping small.” MadeIn SLC is the main event of Small Business Saturday and focuses on shopping at local businesses and restaurants. The event works as an incentive for Utah consumers to “gift big, shop small” to support the local economy. MadeIn SLC, a day dedicated to holiday shopping, will take place on Nov. 26, 2016 in the neighborhood of 9th&9th in Salt Lake City.

The neighborhood will be decorated with Christmas decorations and lights. Crowds of families and friends will have the chance to go from store to store, choosing their own itinerary. They will have the opportunity to enjoy a shopping break at local restaurants and taste colorful, traditional and nontraditional savors. Children might just enjoy shopping with the hands-on activities available at selected retailers.

Visitors will also have the opportunity to complete their Christmas shopping while discovering the community's hidden treasures with family and friends. Participating local stores will open their doors from 8 a.m. to 11 p.m., working as an open house. Each store will have engaging in-store activities for customers who wish to learn more about the store and its products. Local artists will be invited to display their work in nearby galleries during the Holiday Art Walk. The street will be animated by the sound of local bands playing their originals as well as Christmas classics throughout the day.

MadeIn SLC will be a fun and family-friendly shopping day and will bring people together in a community spirit. It will allow small local stores to regain popularity and increase sales.

## Why MadeIn SLC?

Utah consumers have abandoned the traditional neighborhood shopping for the big stores. But small local stores can offer unique quality products. To reconnect with their neighbors and community, Utah consumers need to learn about the benefits of “shopping small.” By spending a fun, relaxing, educational Christmas shopping day with their family and community, Utah consumers will see they can “gift big” by shopping locally. They can help the economy, support their neighbors, entertain their children and get their Christmas shopping done all at once.



# Statement of Proposal

## Why does Local First Utah need MadeIn SLC?

Utah consumers need to rethink their buying habits in order to support small businesses and the local economy. Small Business Saturday is joining the ranks of Black Friday and Cyber Monday as a day dedicated to holiday shopping. Small Business Saturday's main event MadeIn SLC focuses on shopping at local businesses and restaurants and works as an incentive for Utah consumers to "shop small" to support the local economy. An increase in small shops' popularity would help support the community and the state as a whole.

"This will be one of our top revenue days for the whole entire year."  
- Sheridan Mordue, Owner of Hip & Humble

Small Business Saturday takes place at the beginning of the Christmas season, when people have a major need for shopping. Consumers want to find gifts for their loved ones. Shopping at local stores could help them find the unique presents they are looking for. By buying at small stores, they have the opportunity to help neighborhood stores and be part of the community. Indeed, Small Business Saturday will help people reconnect with their neighbors who own businesses and allow them to learn what their neighbors do for living and the meaning or stories behind the stores. Ensuring the success of local small businesses can allow for safer neighborhoods. As small stores stay in businesses, the streets will stay developed and safe.

## What is MadeIn SLC?

Around Christmas, people (consumers) need to buy Christmas presents for their family and friends. Small businesses need to increase their revenue and popularity. We can satisfy both by having a dedicated Christmas shopping day at local small businesses. Small Business Saturday's main event, MadeIn SLC, will give Utah consumers the opportunity to "Gift Big, Shop Small." On Saturday Nov. 26, 2016, local stores will open their doors from 8 a.m. to 11 p.m. for all who desire to get their Christmas shopping done, spend a fun time with their family and learn more about their community businesses.

With all the stores located within a walking distance of each other in the SLC neighborhood of 9th&9th, friends and family will be able to enjoy a fun and relaxing day shopping around and discovering their community. Contests will give consumers the opportunity to win a \$25 gift card. Fifteen different gift cards will be available to win. Each store will have their own in-store activities for family to participate in. Children will be invited to build their own product and learn more about the product-making process, specific to each store.

Activities may also include:

- Food samples from local restaurants
- Mini fashion shows
- Jewelry making
- Art demonstration
- "Create your own" booths in craft stores

In addition to in-store activities, local bands will be performing around the neighborhood. The local bands, a couple groups at a time, will perform their own music and Christmas classics at different locations on the street. A different group of couple bands will play every two hours, ensuring a variety of music throughout the day. Local artists will also have the chance to expose their work in the different galleries around the neighborhood.

Each store participating in the event will be marked with a symbol in their front window, indicating they are part of MadeIn SLC. Previous to the event, phone apps and pamphlets with the details of the day will be made available. They will contain a map with the different stores names and locations, a list of the stores with their planned activities and specialties, and proposed gift ideas tailored to each family member.

A website will be created three months before the event with all the details and must-know information. A short quiz will be offered on the website three weeks prior to the event to create a personalized itinerary according to shoppers needs and interests. For example, if someone wishes to shop for jewelry for their mother, they will be given a suggested itinerary, highlighting the stores selling jewelry and similar items within the 9th&9th neighborhood.

While Small Business Saturday resembles Black Friday and Cyber Monday, MadeIn SLC will offer a family, child-friendly environment. Families will be able to Christmas shop in a safe, relaxed and enjoyable manner. This “open house” event will also allow parents to educate their children about the different stores’ history and area of work. Children will see how certain products are made and will be invited to create their own in engaging in-store activities.

The street will be decorated with Christmas decorations and offer a familial and magical atmosphere for families. Christmas music will be played throughout the stores in addition to the local bands who will perform throughout the neighborhood. To ensure the comfort of all participants portable bathrooms will be installed on-site as well as some extra lighting for those who wish to shop late at night.

Law enforcement, the fire department and trained first aid volunteers will ensure the safety of all participants. The main street of the 9th&9th neighborhood will be closed during the entirety of the event, allowing families to safely shop in a pedestrian-only area. To better assist consumers, an informational booth will be made available as well.

With MadeIn SLC, small businesses will gain traffic and popularity. The owners will be able to show what they do for a living and tell their story while increasing their sales.

They will have the opportunity to make a lasting impression on the community and create relationships with future potential customers. The sales made during Small Business Saturday’s MadeIn SLC will allow small business owners to have their products out.

Between the products shares and word of mouth of the experience at MadeIn SLC, small businesses will be able to get their name out and attract more customers. In addition to the day of the event, business owners will have the opportunity to share their story with the Utah community on the MadeIn SLC website. They will be invited to write a short blog post about their store with pictures.



## What are the benefits of MadeIn SLC?



This event will bring people together. MadeIn SLC will be an all-day family-friendly event. People from Utah and holiday visitors will have the opportunity to discover the traditional Salt Lake City. This special day will satisfy the needs of the consumers. They will have the chance to spend time with friends and family and engage in fun activities while being part of their community. It will allow them to get their Christmas shopping done in a fun and engaging way. By shopping at small businesses, consumers will be able to buy unique gifts made by local artisans.

Not only will consumers have the chance to buy unique local products, they will also get the chance to see how the products are made and meet the businesses' owners. It will be informational because people will get to learn about the local businesses (where they are, what they do...). In addition, MadeIn SLC, through its website, will give consumers suggestions and tips for a better Christmas shopping experience.

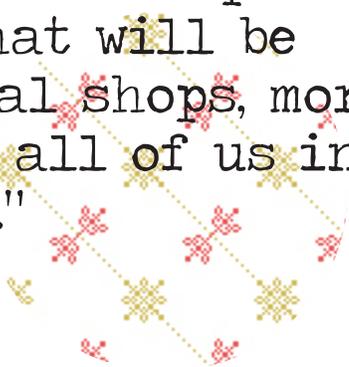
In addition, the event will benefit the local and statewide economy. It will bring traffic to local stores, which will increase sales, revenues and popularity. People will rediscover what it means to shop small and the benefits from it. By buying local they will help their neighbors, community, state and their family.

"Small businesses are critical to Utah's economy, They create jobs, fuel additional business and generate revenue in communities throughout our state. I am proud Utah is one of the most small-business-friendly states in our country."

-Gov. Herbert

Previous Salt Lake County Mayor Ben McAdams agrees on the economic benefits of buying local. According to him, buying local improves customer service and reduces environmental impacts:

"Four times as much money stays in the community when spent locally then when spent at national stores. That's money that will be spent in our restaurants, more local shops, more money that will come in to benefit all of us in our various aspects of employment."





## Why choose MadeIn SLC?

The overall project requires a total budget of \$22,961.00. An estimated \$5,700 should be allocated to the promotion of the event (brochures, website and phone app) with an additional \$1,425 for advertising. The event planning needs to start nine months prior to the event date. With MadeIn SLC taking place on Nov. 26, 2016, the planning process should start in March of 2016.

To convince Utah consumers to change their shopping habits and start supporting small businesses, we need to show them the benefits of shopping locally. The event, MadeIn SLC, should be a fun representation of what it means to shop small.

Business owners are invited to open their stores all day (with special hours) and plan special promotions and activities. Thus, for MadeIn SLC to happen, we need to get stores from the Salt Lake City neighborhood 9th&9th to participate. With the 9th&9th neighborhood secured and available, people will be able to enjoy their shopping day visiting several local stores within a walking distance of each other.

To successfully promote small businesses, MadeIn SLC should offer people a chance to learn more about the local store owners, artists and restaurateurs. Utah consumers should meet the storeowners and buy their products in a fun and family-friendly atmosphere through engaging in-store activities. To execute such a project, the neighborhood of 9th&9th should be reserved for the day and accommodated to families' needs. The surrounding roads need to be closed off to make the neighborhood pedestrian-only. Portable toilets, outdoor heaters, extra lighting, Christmas decorations, a first-aid tent and other safety arrangements are required. Salt Lake City law enforcement, fire department, and volunteers will also be required.

MadeIn SLC is free of venue costs. Small businesses in the 9th&9th neighborhood are put in the spotlight and the business owners are the stars of the show. MadeIn SLC is a cost-effective community event that meets the goals of Local First Utah and American Express. MadeIn SLC will drive more traffic and sales to Utah's independent, brick-and-mortar retailers during the most important holiday shopping weekend.



# Appendix



# MadeIn SLC Planning Checklist

**Date of Event: Saturday, November 26, 2016**

## **March 2016 (Nine Months Prior)**

- Set goal for event
- Determine event date, type, feasibility and location options for event
- Propose event to Local First Utah and American Express
  - Executive Summary
  - Statement of Proposal
  - Planning Checklist
  - Suggested Budget
  - Branding (Color palette, logo, fonts, theme, name)
- Contact opinion leaders/government organizations, invite and inform them of event
  - Salt Lake City Mayor Jackie Biskupski
  - Governor Herbert
  - Local First Utah Representative
- Contact and secure Salt Lake City Police and Fire Department for proposed event
- Contact and secure first-aid personnel
- Obtain authorization to close down street between 1100 East, 900 East on 900 South
- Secure parking and parking overflow (Close-by high school parking lot)
- Collaborate with Local First Utah to finalize list of participating small businesses
- Visit potential stores and sample products
- Contact selected stores and restaurants and invite them to participate
  - Charlotte's (gift boutique)
  - Western Rivers Flyfisher
  - Purse Dreams (retailer)
  - M. Scott Salon (Art Walk location)
  - Hip and Humble (fashion, gifts, home accessories)
  - Koo De Ker (clothing)
  - Contender Bicycles
  - Apt. 202 (Women's clothing)
  - Great Harvest (Bakery)
  - Pago (farm to table restaurant)
  - Coffee Garden
  - The Stockiest by Fresh (men's and women's clothing and shoes)
  - Thai Garden and Noodle House
  - 9th and 9th Pilates (Art Walk)
  - Finca (Restaurant)
  - Liberty Heights Fresh (health food)
  - Katie Waltman Jewelry
  - Emilie Jayne (antiques, gifts, home goods)
  - The Country Home Antiques
  - Orchid Dynasty (flower shop)
  - Posh Pals Small Pet Boutique
  - The Children's Hour (bookstore)
  - Title Nine (sporting wear)
  - Zuriick® (shoes)

- Albatross Recordings and Ephemera (vinyl)
- Finalize locations and date
- Write content for “MadeIn SLC” website and start design with web developer

### **May 2016 (Six Months Prior)**

- Choose app developer and list costs
- Develop “MadeIn SLC” app
- Finalize website
- Select and contact local artists for Art Walk
- Find local bands/musicians/singers to be street performer during event
- Determine extra street lighting for safety and comfort of families staying late to shop
- Start planning Christmas decorations for street
- Start planning for press coverage (newspaper, TV, radio) and create media list
  - KUTV
  - Salt Lake Tribune
  - Deseret News
  - Daily Herald
  - KSL News
  - iHeartRadio
  - KRSL (SLC Community radio station)
  - KUFR (SLC Family station)
- Arrange extra security guards for each participating store
- Finalize logistics with Salt Lake City Police and Fire Department

### **August 2016 (Three Months Prior)**

- Help business store owners plan in-store activities and demonstrations
- Determine in-store giveaways and budget
- Launch website
- Start gathering stories and photos of business owners to feature on blog and social media
- Begin posting blog posts about business owners featured in event
- Launch “MadeIn SLC” social media (Facebook, Instagram)
- Design event poster
- Determine locations for hanging posters
- Select printer and printing budget
- Decide thank you gift for participating business owners
- Select swag bag for city officials coming to event (mayor, governor)
- Prepare press releases/radio spots regarding event
- Select bloggers and generate interest in event (pitch)
  - C. Jane Kendrick
  - Stephanie Nielson
  - Natalie Hill Jensen
  - Hailey Devine
  - Petit Elefant
- Determine bathroom needs and order portable toilet rentals
- Order outdoor heater rentals
- Order first aid tent rental and tent to use for info booth

## **September 2016 (Two Months Prior)**

- Design and print event pamphlets
- Order poster prints
- Follow up with invited guests
- Purchase supplies for in-store activities
- Purchase products for blogger swag bag
- Purchase swag bags for City Officials coming
- Order Christmas decorations for street
- Organize volunteers to hang up posters
- Check with City sanitation to rearrange garbage pickup schedule and itinerary

## **October 2016 (Four Weeks Prior)**

- Consult with business owners about in-store layout and accommodations for large crowds
- Schedule musicians and coordinate locations in street throughout event
- Purchase thank you gift for participating business owners
- Confirm security, lighting, bathroom, rental and parking accommodations
- Finalize Christmas decorations
- Send out blogger swag bags to encourage their participation and promotion
- Purchase gift cards and giveaways for in-store activities
- Meet with volunteers to plan where to hang posters
  - Sent out and pitch press releases to news outlets
  - KSL News
  - KUTV
  - Salt Lake Tribune
  - Deseret News
  - Daily Herald

## **Week of November 1, 2016 (Three Weeks Prior)**

- Start promotion of website and quiz
- Launch phone app and promote on social media and in prepared advertisements
- Hang posters in predetermined locations in Davis, Salt Lake and Utah Counties
  - Local businesses (restaurants, stores)
  - Grocery stores
  - Universities and schools
  - Government buildings (City Hall)
  - Post offices
- Air radio ads on selected stations
  - KSL News
  - iHeartRadio
  - KRSL (SLC Community radio station)
  - KUFR (SLC Family station)

## **Week of November 13, 2016 (Two Weeks Prior)**

- Start social media paid advertisements
- Follow up with bloggers
  - C. Jane Kendrick
  - Stephanie Nielson
  - Natalie Hill Jensen
  - Hailey Devine

- Petit Elefant
- Walk through stores with extra security guards
- Walk around neighborhood with police and fire departments to make sure all operations are possible including ambulance access, first aid tent location, street closures, agents location, etc.

### **Week of November 19, 2016 (One Week Prior)**

- Work with city officials to place notice of road closing
- Check in with city sanitation
- Ensure proper setup of extra street lighting
- Place extra Christmas decorations on street
- Distribute in-store gift cards and giveaways to business owners to use during the event
- Email reminder to the media invited to the event
  - KSL News
  - KUTV
  - Salt Lake Tribune
  - Deseret News
  - Daily Herald
- Deliver pamphlets to business owners to start distributing to customers
- Schedule social media posts for day of the event
- Start posting on social media every day
- Email reminders with event details to stores owners

### **November 25, 2016 (One Day Before)**

- Enforce street closure (late night)
- Check in with business owners
- Send team members to help business owners install in-store activity booth

### **November 26, 2016 (Day of Event)**

- 5:45 a.m. Be on site
- 6:00 a.m. Portable toilets drop off near designated street
- 6:00 a.m. Fire outdoor heater rental drop off
- 6:30 a.m. Check in with law enforcement on street closure and safety measures
- 6:30 a.m. First aid and info booth tents rental drop off and installation
- 7 a.m. Meet with first aid workers and security guards
- 7 a.m. Check in with business owners
- 7:30 a.m. Have Informational booth ready
- 8:00 a.m. Stores open and event begins
- 10:00 a.m. First group of local bands arrives
- 10:00 a.m. Check in with designated social media team member about live posting for event
- 12:00 a.m. Band switch: Second group of local bands arrives
- 2:00 p.m. Salt Lake Mayor Jackie Biskupski estimated arrival
- 2:30 p.m. Third group of local bands arrives
- 3:00 p.m. Check in with designated social media team member about live posting for event
- 4:30 p.m. Governor Herbert estimated arrival
- 5:00 p.m. Fourth group of local bands arrives
- 10:00 p.m. One-hour until closing announcement
- 10:30 p.m. In-store activities close
- 10:45 p.m. Store closing announcement
- 11:00 p.m. Stores close

- 11:15 p.m. Volunteer cleaning teams arrive to help
- 11:15 p.m. Rentals put away
- 11:45 p.m. Thank volunteers and participants
- 12:00 a.m. Last Police round and check up

### **November 28, 2016 (Two Days After Event)**

- Return rentals
- Outdoor heater
- Portable toilets
- First aid and info tents
- Take down extra Christmas decorations and extra lighting
- Have a meeting to see how the event went
- Meet with social media team to start discuss results

### **November 29- December 3, 2016 (Two to Five Days After Event)**

- Check-up with store owners
- Send thank you gifts to store owners
  - Charlotte's (gift boutique)
  - Western Rivers Flyfisher
  - Purse Dreams (retailer)
  - M. Scott Salon (Art Walk location)
  - Hip and Humble (fashion, gifts, home accessories)
  - Koo De Ker (clothing)
  - Contender Bicycles
  - Apt. 202 (Women's clothing)
  - Great Harvest (Bakery)
  - Pago (farm to table restaurant)
  - Coffee Garden
  - The Stockiest by Fresh (men's and women's clothing and shoes)
  - Thai Garden and Noodle House
  - 9th and 9th Pilates (Art Walk)
  - Finca (Restaurant)
  - Liberty Heights Fresh (health food)
  - Katie Waltman Jewelry
  - Emilie Jayne (antiques, gifts, home goods)
  - The Country Home Antiques
  - Orchid Dynasty (flower shop)
  - Posh Pals Small Pet Boutique
  - The Children's Hour (bookstore)
  - Title Nine (sporting wear)
  - Zuriick ® (shoes)
  - Albatross Recordings and Ephemera (vinyl)
- Send thank you emails to bloggers
- Send thank you swag to City officials who came (Mayor and Governor)
- Gather pictures from the event
- Follow social media impressions/analytics
- Post images and thanking everyone on social media and Website
- Have final evaluation with event planning team and social media team



# Special Event Strategy Brief



## **Key public:** Utah consumers

- This key public represents a large and diverse group with ages varying from 16 to 90. They are from different social, economic and cultural backgrounds. They celebrate Christmas and tend to live a family-oriented lifestyle.
  - » They want to help their community and be part of the community.
  - » They want to please their loved ones with unique gifts.
  - » They want to find gifts at a good price.
  - » They want their children to be safe and entertained

## **Secondary publics:** Local small business owners

- This public is also a diverse group. They are entrepreneurs. They often live within a close distance to their store.
  - » They want to increase their sales and popularity
  - » They want to help and have good relationships with customers and potential customers
  - » They want their work to be recognized and liked
  - » They want to be able to support their own family
  - » They want to be part of the community
  - » They want to be respected in the business world and in the community

**Action desired from public(s):** To motivate Utah consumers to change their shopping habits to see small local businesses as an alternative to national chains. We want them to also enjoy a day of shopping by supporting local stores.

**Tentative event date/deadline:** Small Business Saturday, November 26th, 2016, after Thanksgiving and Black Friday, but before Christmas.

**Event location:** Salt Lake City, Utah, 9th&9th neighborhood. The event will take place on the main street, from store to store.

**Event theme:** Join in the holiday spirit to support your community. Gift Big. Shop Small.

Choose Your Own Adventure:

- Your Christmas Shopping Game Plan
- Open House
- Guided Shopping

**Slogan or tagline (if any):** Gift Big. Shop Small.

**1. Primary Message:** You can help support your community by shopping at local stores.

**Secondary:**

- Testimonials with local bloggers/business owners
  - » "This will be one of our top revenue days for the whole entire year." - Sheridan Mordue, Owner of Hip & Humble

- Quotes from city authority
  - » "Small businesses are critical to Utah's economy," Governor. Herbert said. "They create jobs, fuel additional business and generate revenue in communities throughout our state. I am proud Utah is one of the most small-business-friendly states in our country. Having operated my own real estate firm, I appreciate our entrepreneurs and invite all Utahns to shop at local businesses not only on Small Business Saturday but throughout the year."

**2. Primary Message:** Learn how to make your state economy flourish.

**Secondary:**

- Small Businesses sales impact of \$35,362,040, a total estimated tax revenue of \$3,888,961
- Local businesses return 55.3 percent of their revenue to local economy. (4 times more than chain retailers.)
- Local restaurants return 69.1 percent of their revenue to the local economy, as opposed to 30.4 percent for National chain restaurants.
- Shifting 10% of purchases from national chains to locally owned retailers and restaurants would keep \$1.3 billion in the Utah economy.
  - » "Four times as much money stays in the community when spent locally then when spent at national stores," he said. "That's money that will be spent in our restaurants, more local shops, more money that will come in to benefit all of us in our various aspects of employment."- Previous Salt Lake County Mayor Ben McAdams.

**3. Primary:** Learn where you can find your next Christmas gifts.

**Secondary:**

- Local First Utah directory features hundreds of local businesses
- Local businesses features local and unique products, not mainstream
- Shop locally for meaningful gifts

**Opinion leaders:**

- Politicians (mayor): Show the importance of consumers' contribution to the city when they shop small. (Quotes from secondary messages.)
- Family and friends: testimonials about previous shopping experience at local stores.
- Popular blogs, magazines writers: have stores reviews and spotlights
- Church leaders, used to increase a sense of community belonging. Incite people to give back to their community.

**Desired atmosphere/tone:** Familial, Fun, Informational, Festive (Christmas)

**Key visual elements:**

- The 9th&9th neighborhood map for MadeIn SLC (simple map representing the participating stores and different possible itineraries to follow. The map will be made available on the website, a phone app and pamphlets.)
- Garlands of small shopping bags, representing the Christmas theme mixed with shopping.
- General Christmas decorations on the streets and in the stores to create the holiday spirit.
- Symbol in stores' front windows to show which stores are participating.
- Christmas gift tag logo used on posters, pamphlets and website. It will have the must-know details of the event: MadeIn date, time, location and slogan.
- Small Business Saturday logo

- Local First Utah and American Express logos

**MadeIn SLC interactive activities:**

- Available online quiz to create personalized itinerary
- Shopping opportunity all day Saturday, with special opening hours (8 a.m. to 11 p.m.)
- Local bands playing around the neighborhood
- In-store activities
  - » Mini fashion shows in clothes stores
  - » “Create your own” booths in craft stores
  - » Food sample in local restaurants
  - » Contests

**Collateral pieces:**

- Website with all the information about Small Business Saturday and MadeIn SLC
- Posters
- Phone app
- Pamphlets (to be distributed at stores and local city information centers)

**Takeaways:**

- Free samples
- Coupons or gift cards to win during in-store activities
- Products from “Create your own” activities
- Posters (available to keep at the end of the event)
- Unique Christmas gifts
- Fun experience.

**Special guests:**

- Local bands, Salt Lake City mayor and Utah governor

**Targeted media to invite:** Local TV stations and reporters (KSL News, KUTV, Salt Lake Tribune, Deseret News, BYU TV, Daily Herald), famous local blog writers (C. Jane Kendrick, Stephanie Nielson, Natalie Hill Jensen, Petit Elefant, Hailey Devine)

**Planned promotion:**

- Posters
- Flyers
- Radio spots on local radio channels
- Put the event in city calendar/website
- Local papers, newsletter
- Small Business Saturday/MadeIn SLC Website
- Small Business Saturday social media platforms

**List of participating stores:**

- Charlotte’s (gift boutique)
- Western Rivers Flyfisher
- Purse Dreams (retailer)
- M. Scott Salon (Art Walk location)
- Hip and Humble (fashion, gifts, home accessories)
- Koo De Ker (clothing)

- Contender Bicycles
- Apt. 202 (Women's clothing)
- Great Harvest (Bakery)
- Pago (farm to table restaurant)
- Coffee Garden
- The Stockiest by Fresh (men's and women's clothing and shoes)
- Thai Garden and Noodle House
- 9th and 9th Pilates (Art Walk)
- Finca (Restaurant)
- Liberty Heights Fresh (health food)
- Katie Waltman Jewelry
- Emilie Jayne (antiques, gifts, home goods)
- The Country Home Antiques
- Orchid Dynasty (flower shop)
- Posh Pals Small Pet Boutique
- The Children's Hour (bookstore)
- Title Nine (sporting wear)
- Zuriick® (shoes)
- Albatross Recordings and Ephemera (vinyl)



# Poster Strategy Brief

## **Key public:** Utah consumers

- This key public represents a large and diverse group with ages varying from 16 to 90. They are from different social, economic and cultural backgrounds. They celebrate Christmas and tend to live a family-oriented lifestyle.
  - » They want to help their community and be part of the community.
  - » They want to please their loved ones with unique gifts.
  - » They want to find gifts at a good price.
  - » They want their children to be safe and entertained

## **Secondary publics:** Local small business owners

- This public is also a diverse group. They are entrepreneurs. They often live within a close distance to their store.
  - » They want to increase their sales and popularity.
  - » They want to help and have good relationships with customers and potential customers.
  - » They want their work to be recognized and liked.
  - » They want to be able to support their own family.
  - » They want to be part of the community.
  - » They want to be respected in the business world and in the community.

**Action desired from public(s):** To motivate Utah consumers to change their shopping habits to see small local businesses as an alternative to national chains. We want them to also enjoy a day of shopping by supporting local stores.

**Primary:** Find your next Christmas gifts by shopping small in your neighborhood.

## **Secondary:**

- Date, place, time of event (November, 26, 2016/9th&9th Salt-Lake City/8 a.m. to 11 p.m.)
- Christmas decorations, background, gift tag
- Logos (Small Business Saturday, American Express, Local First Utah, MadeIn SLC)
- Website link ([shopsmall.com/MadeInSLC](http://shopsmall.com/MadeInSLC))

## **Opinion leaders:**

- American Express and Utah Local First logo can be seen as representation of leaders on poster.

## **Color palette: Christmas package**



**Font families: Serif**

**Art:**

- Gift tag, ribbon and wrapping paper



**Size(s) of billboard/poster:** 11 x 17 poster

**Location(s) of billboard/poster:** (Salt Lake County, Utah County, Davis County)

- Local businesses (restaurants, stores)
- Grocery stores
- Universities and Schools
- Government buildings (City Hall)
- Post offices

**Print quantity and offset printing spot colors (if applicable):**

- 250 posters

**Additional uses after distribution:**

- Use poster as digital images on Small Business Saturday Website
- Use posters as digital images on Small Business Saturday social media pages (Twitter, Facebook, Instagram, Pinterest, Google+, Imgur)
- Post it on Local First Utah Website
- Post it on American Express Website
- Give posters as souvenir at the end of the event for guests, business owners and customers

**Timeline/deadline:** 2 weeks before the event, which takes place on Nov. 26, 2016.