



Shop Local Red Balloon Event

Overview:

BID has always secured days that Downtown merchants are allowed to vend on the sidewalk. In 2018, these days are being included in a larger campaign designed to encourage local shopping and will include a broader selection of businesses. Businesses in the district can participate by providing something of interest to the public. This can include:

- **Special sale:** this can be a sidewalk sale or sale inside.
- **Artist opening:** offer entertainment or drinks/food, special sale.
- **Open house** (this is good for service businesses) offer sales or special discount on services or have a special event. Provide entertainment & food.
- **Event:** This can include a book signing, workshop, performance or entertainment.

BID will market and promote four shop local weekends this year, and we are rebranding them as SHOP LOCAL RED BALLON EVENT. A red balloon will be displayed at every participating business, and a red balloon image will continue to be an integral part of how these are promoted.

The specific weekends are:

1. Spring Break March 23 to 25
2. Mother's Day Weekend May 11 to 13
3. Labor Day Weekend August 31 to September 3
4. Singing With Santa/Black Friday/Small Business Saturday November 23 to 25

Promotion For Shop Local Red Balloon Events will include:

Feature page on BID website - this will include a list of all the participating businesses, a link to each business' website, and a description of the special offering in each business.

Media - BID will purchase radio and online ads, include articles in the weekly BID E-news, and create an event listing on BID's online calendar.

Social Media – BID will purchase a boosted post on Facebook, which will include a link to the Shop Local Red Balloon Event page on the BID website. BID will also promote on Twitter and Instagram. All posts will include links to each participating business' social media accounts, so that each business can share on its social media accounts.

Requirements to Participate:

- Participating businesses must be located in the boundaries of the Durango Business Improvement District.
- Complete registration form and email to tanyac@downtowndurango.org three weeks prior to the weekend.
- Participating business must provide specific information on its special offering two weeks prior to the Shop Local Red Balloon Event.
- Participating businesses must display promotional materials, including a flyer and red balloon (provided by BID) for the entire weekend.
- Share and like BID's social media posts about the Shop Local Red Balloon Event.