



HOW BUSINESSES CAN TAKE FULL ADVANTAGE OF THE ST. PAUL OPEN STREETS EVENT

The first annual St. Paul Open Streets event will take place on Sunday, September 15, 2013. The event closes the street to motorized traffic and opens it up to bicyclists, walkers, skaters and scooters so individuals and families can safely explore the area, the event and the many businesses. The event will take place between Hamline Avenue and Marion Street on University Avenue and is expected to bring between 8,000 and 10,000 people to the area.

REACH OUT TO THE STREET!

Because the event opens the entire street up, people will be passing by your business but not necessarily on the sidewalk right in front of your door. It is extremely important that you think of ways to draw people in! Any sort of street presence will help people be more aware of your business. Here are some sidewalk ideas businesses had for other Open Streets events:

- Samples or mini-plates of food for sale
- Sidewalk sales
- Chair massages
- Hair braiding
- Clothes modeling
- Fingernail painting
- Face painting
- Kids activities
- Short classes
- Giveaways/drawings for gift certificate or other prize

Consider giving some samples away for free or charging a small amount for products and services.

Kids! Think about how you can draw kids into your shop if appropriate. Kids are excellent at bringing their parents along with them!

NOTE TO RESTAURANTS: Prepare an amount of food that you feel is right, and/or what you can continue to prepare as needed for demand. Don't be afraid to run out! It makes more sense to run out of food than to end up throwing away extra food (and money it cost to prepare it.)

BOUNCE BACK COUPONS

Bounce Back Coupons are simply coupons you hand out that are not usable until a later date – encouraging customers to come back to your business for another visit.

FREE COUPON PRINTING

We encourage the use of these at the event and will design, layout and print a number (TBD) of those for interested businesses at no cost if you send us your information – business name, contact person, address, coupon discount amount or offer, start and end dates for offer – and we receive it before August 15, 2013.

TABLES

You can bring your own or lease one from us.

PERMITS

Restaurants offering food for sale outdoors will need a permit. We can help you obtain one.

CONTACT INFORMATION

For more information, assistance with tables or permits or any other questions, please contact **Natalie Judd at njudd@modandco.com or 612-238-3930, ext. 3.**