

# MAIN STREET SMALL BUSINESS SUPPORT

## SUMMER 2023 – FALL 2024

A dedicated program to engage corporations in the support of our downtown small businesses during the reconstruction phase of Main Street that could otherwise be a financially detrimental disruption in their day-to-day commerce.

### EXPERIENCE

Improvements are coming to Main Street in downtown Vancouver this year. The city of Vancouver is moving forward with the "Main Street Promise" a program that will invest in making Main Street safer, more accessible and connected for businesses, residents, and visitors. As a result, downtown will see massive disruption with construction impacting the movement of consumers between 5th and 15th Street. This could have crimping implications for the hundreds of small businesses with storefronts in the corridor who may lose business due to restricted access during an expected year-long + reconstruction.

This program will encourage downtown corporations to pledge to purchase lunch for their employees at least once per month, using the Grow The 360 local gift certificate program, redeemable at merchants downtown. Raffles, hashtag contests, and other incentives will be used to prompt support from these corporations.

### AUDIENCE

While this program will focus on supporting businesses in the entire downtown corridor, it will be widely promoted throughout Clark county with a mobilized effort of public-private partnerships, amplified by the City of Vancouver's communication team, Vancouver Downtown Association and other area stakeholders to target professionals, consumers and tourists to purchase and spend their certificates at downtown businesses.

### ALL SPONSORSHIPS INCLUDE:

- Logo included on dedicated program webpage
- Inclusion in emails, flyers and promotional material
- Inclusion in GVC E-Newsletter ad – \$5000 value
- Inclusion in social media promotion/press kits

#### SUPPORTING SPONSOR | \$8,500

(4 AVAILABLE)

- Inclusion in Press Releases announcing Supporting Sponsors and the purpose of this Program
- Prominent logo on all marketing and promotional materials utilized during pre-construction awareness promotion and during the program
- Opportunity to be recognized as the host of 2 "Merchant Highlight" months

#### COMMUNITY SPONSOR | \$5,000

(5 AVAILABLE)

- Logo included on all marketing and promotional materials utilized during pre-construction awareness promotion and during the program
- Opportunity to be recognized as the host of 1 "Merchant Highlight" month

#### MERCHANT HIGHLIGHT HOST | \$1,500

- Event to be marketed "on behalf of" your organization
- Logo to be included on each \$5 Grow the 360 Certificate

## MERCHANT HIGHLIGHT

Each month, a small business in the affected area of downtown will be highlighted through a one day lunch time incentive. This incentive will provide \$5 in Grow the 360 to the first 50 customers purchasing at the selected merchant.

Hosting Sponsors' logos will be displayed on each \$5 Grow the 360 Certificate as well as on any promotion of that given date.