



Make Olde Town Events Work for You

As a business owner, you have an important stake in Olde Town Arvada. While much progress has been taking place in driving business to Olde Town, what puts the most “feet on the street” are our events. Yet as successful as these events are, one question is consistently asked: Why do we have special events in Olde Town?

- 1) Special events bring many people to Olde Town. With so many visitors here, the opportunity for merchants to generate extra income is greatly increased.
- 2) Special events allow visitors to see all that Olde Town has to offer. While not everyone who attends an event will be shopping, certainly they will all be looking – looking at what stores, restaurants and services are here. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases.
- 3) Successful events get people thinking about Olde Town as a destination for shopping, food and entertainment, rather than as a place to pass through to simply get somewhere else.

Please use the below as some helpful tips on handling events in Olde Town to create a positive experience for you and your customers before, during, and after events.

Before the Event:

Print fliers: Advertise some special buys in your store during the event. Beginning a few weeks before the event, put the fliers in your customers’ shopping bags so they know about the event and what will be going on in your store.

Prepare coupons for event attendees: This can help draw folks into your business during the event. Entice them with specials, sales, deals, or even restroom use with purchase! The important thing is to let people know that your business is open for business.

Day Of:

Open for business: You can’t make a sale if you aren’t open. *While special event attendees may not be your “regular” customers, they are your “potential” customers.* Show them that you are supportive of Olde Town and that it is a great place to be.

Have a special in-store sale or special: Have a contest or “enter to win” so you can capture a customer’s name, mailing address, or email to add to your mailing list.

Pay attention to the “curb appeal” of your business: Sweep outside, clean your windows, and keep the walkways free of clutter. Inside, make sure your business is clean, well-lit and inviting. Fresh flowers and balloons are great, quick fixes.

After the Event:

Build your mailing list: Take every opportunity to get names and contact information from event attendees. Building a mailing list allows you to communicate directly and inexpensively throughout the year with your customers.

Follow-up: If you collected names and contact information from people who visited your business during the event, reach out to them. Even if they didn’t purchase anything during the event, sometimes a follow up is all that is needed to make a sale or close a deal.

Stay in contact: In today’s world, that’s easy and inexpensive. One of the simplest and most effective ways to stay fresh in the minds of your customers is to send them regular electronic newsletters. Use them to tell your customers what is new in your business. Let them know of other upcoming Olde Town events. Conduct a survey to find out what your customers are looking for. The possibilities are endless. Between newsletters, maintain contact and inform customers about sales and specials through email and snail mail.