

Summer Sale After Event Report...

Those of you that sit on the Promotions Committee of Emporia Main Street know that I produce something called an "After Event Report" after each major Emporia Main Street Event. Normally the reports are fairly lengthy and break down areas where I can improve in facilitating and planning an event within the confines of our budgetary restrictions. Don't worry, I'm not going to have you read a full report here, but I will share some comments made by some of our Summer Sale participants, both retailers and customers:

High Gear: "We think it's good. It increases traffic and downtown visibility."

AKA/The Sports Fan: "We think it is a success. Not as good as when they used to block off the street, but traffic and sales are up."

Nicki B's: "It's been really good. We've sold a lot today. Sewing machines, vacuums and things outside."

The Buckle: "We've been really happy. It's different traffic than at the mall and we've seen different customers. We'll be back next year."

Burnap Brothers: "We're happy. It's been a good day. I don't always like doing the sale, but it's been a good day this year."

Designs by Sharon: "It's been great. Lots of people out with come-and-go traffic. Sales have been really good."

The Villager: "The weather has just been wonderful. We have a lot of people that can piddle around with the nice weather and take their time (when shopping)"

Plum Bazaar: "The weather is perfect. A lot of people were in that said they have never been in the new store."

Browns: "This year has been stronger than the last few years. I think it's a worthwhile event. Traffic and sales have been good, but I haven't seen the final numbers yet."

Coffelt Signs: "I wasn't able to attend today. I wanted to but just wasn't able to leave work as I'm heading out of town tomorrow and as you can tell....I'm still here now. But, in making my bank run, the street looked crowded today. Looked like the parking was full in front of the stores and in the lots so I was happy to see you had a good turn out. I really like the idea of the blue flags. For one, it gets the attention of folks that may not realize it's Sidewalk Sale Day since the street isn't blocked and also, it lets you know who is participating.

Well, I think I just might be ready to head out.

Those are my thoughts. You are doing a great job!"

Amanda's: Amanda's did not seem to be effected by the traffic we had a normal day.

Always nice to get people out and about on main street though.

Why was this held on a Wednesday and not a Saturday?

A friend of mine that was a shopper: "From a shopper's perspective, I was surprised at how small it was - no evidence of a sale at all until the 700 block. And there's not much of a draw to shoppers - I think people generally already know what's in the stores, and if things aren't hugely discounted with a big selection, there's not much reason to go. But I'm also surprised and encouraged by the positive feedback from business owners. If it's worthwhile to them, it's probably worth doing..."



Another community organization: "From a customers perspective I thought that it was great to see all the different businesses involved. It's nice that you included some businesses that are not from the downtown area. I was however disappointed to see most of the businesses had left by 5 p.m. I thought the sale was to go on till 7 p.m. I remember when this used to be a huge event with the street closed to traffic. What a wonderful way to promote downtown Emporia! Working together we can make great things happen. Keep up the great work!"

Marty's Sweet Dream Cakes: "Hey Casey, my thoughts over at Martys Sweet Dreams Cakes is that anything that brings more customers into contact with available businesses is a good thing. People came by and purchased cupcakes and small snacks, but that helps me in the long run....

1. They know (or now know) I'm here
 2. They have sampled my products now
 3. They have been given a menu, which gives them cake order ideas
- Glad, as always, to be downtown."

The Sweet Granada- Our sales revenue almost doubled this year from 2008 Sidewalk Sale and traffic was up 30%. I'd say that's a pretty good day!

I tried a different discount approach. Maybe this and the beautiful weather are factors. Maybe we were just lucky...who knows! Ha!

Thank you for all you do for Main Street! --KR

Tell us what YOU think. Emporia Main Street is all about benefiting YOU. Tell us how to improve what we are doing to aid in your development! Take a second to fill out the survey below. The small step of giving us some feedback can lead to a BIG impact on next year's event! And, if you are associated with the Promotions Committee, look for the full After Event Report in the near future!

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