



BACK BY POPULAR DEMAND - Celebrating Black Friday & Small Business Saturday

It was highly successful in 2022, 2023 and 2024 in encouraging people to shop local. We had over 33,000 entries in 2022, more than 41,000 in 2023 and more than 39,000 in 2024!

In 2025, we're again doing this as a two-day event – Friday and Saturday Nov 28 & 29. And we're creating more baskets so that means more chances for people to win.

This promotion, called Bailey's Bounty, is specifically designed to encourage people to shop local leading up to the Christmas holiday. See details on the attached.

Any local business can participate by:

- Donating something for the gift basket
- Providing their logo
- Providing an email to receive electronic marketing materials

All you will need to do on 11/28 & 11/29 is have your customers write their name and contact info on the recording sheet that will be provided (or you can write it down if you're a home-based business), then just note what they spent. They will receive one entry for every dollar they spend. We will collect these forms from you on Monday 12/1. Winners will be awarded by 12/5.

Participating businesses will receive:

- A Poster
- A counter card
- Social media materials for their use

The event will be promoted on social media, in The Flume, The Park County Advocate, in the Chamber email, in the news media where possible and through other local businesses.

No I'll pass_____

YES I'd like to participate_____ (DEADLINE 11/4) **We MUST HAVE your basket donation by then.**

BUSINESS NAME: _____

CONTACT:_____ EMAIL:_____

QUESTIONS? Contact Kim Mickelsen Shippen email: kmickelsen2@gmail.com or 402-598-5440

SMALL BUSINESS WEEKEND – BAILEY, CO

Why We are Doing This

Created by American Express in 2010, Small Business Saturday (SBS) has become a day to celebrate and support small businesses and all they do for their communities. Celebrated on the Saturday after Thanksgiving, this year SBS is November 30th.

We're doing this promotion on both black Friday 11/28 and Small business Saturday 11/29.

Objectives:

1. Increase awareness and promote Small Business Saturday in our local market
2. Provide an incentive to shop at Bailey local businesses rather than driving down the hill

What We Propose

Because our businesses are not all clustered together in a traditional town square, but rather spread out throughout the area, we wanted an idea that wasn't location or event oriented for SBS. Instead, we wanted to do something that:

- applied to all types of businesses
- was easy for businesses to implement and didn't require much prep or planning
- didn't hit their margins (like a special discount can)
- wasn't dependent on weather conditions
- cost businesses very little to participate
- didn't affect staffing needs

After discussing some options, we've landed on an idea we are calling "Bailey's Bounty" which combines a sweepstakes idea with an incentive program while allowing us to communicate a strong local Bailey message of both support and appreciation.

What we'd do is create several big gift baskets, filled with items or gift cards donated by participating businesses.



On November 28th and 29th, customers can enter at participating business for a drawing to win a prize basket. No purchase is required to enter with a written entry form (we need this option to meet sweepstakes rules). In addition, for every dollar that someone spends at any of the participating local merchants, they automatically receive another entry to win. So, for example if someone spends \$25 at Platte River Outfitters they receive 25 more chances to win. All merchants will need to do is keep a quick tab on a form that will be provided to them. Those forms will be collected Monday morning. Then Kim will scan entries into software she has that will allocate the number of entries each person is awarded and randomize the entries -- a winner will be selected at random by the software. Winner would be announced Friday December 5th.

How We Would implement

We'd create a variety of materials to help in this promotion and distribute them to participating businesses (some electronically and some in printed form) . While we can also make the existing AmEx SBS materials to businesses electronically, AmEx does not allow anyone to change or customize their materials, so we would create some of our own to really localize this effort to our Bailey community.

Here's a list of the materials that are being created:

- Graphic logo
- Posters
- Counter Cards
- Fliers
- Entry forms
- Sweepstake Rules
- Tracking form for auto entries
- Social media materials (graphics, sample posts, suggestions for use)
- Press release and materials
- Email samples
- Ideas for individual promotions



Who We Would Seek to Reach

We will be targeting local residents in a 10-mile radius around Bailey.

Where We Would promote

We will promote this event via all the participating businesses with the materials listed above. In addition, we'd post to community bulletin boards (physical and online), community social sites such as My Mountain Town, Conifer Bailey Pine as well as many others. We reach out to the Flume, 285 Hustler and other media that reaches our community to see about getting some press coverage. We'd like to send out an email through the Chamber and use any other resources the Chamber has to get the word out. We are working to see if we can do a banner as you come into town.

When Things Would Happen

Timeline is as follows:

- Oct 10- 15 Reach out to local business – share promotion/solicit participation and Gift Basket inclusion
- 11/4 DEADLINE FOR INCLUSION
- 11/5 Materials created
- 11/2 to 11/11 Reach out to media
- 11/8 Posters and fliers (printed pieces) to participating businesses
- 11/8 Chamber email about event
- 11/11 Electronic materials to participating businesses (we'd provide suggestion on how to use)
- 11/8 – 11/29 Posting on community sites/social media/bulletin boards
- 11/21 Entry forms and auto entry tabulation sheet to participating businesses
- 11/22 Chamber email about the event