



October 2010

The Noe Valley Merchants & Professionals Association (NVMPA) and the Noe Valley Association - a Community Benefits District (NVA-CBD) - have joined to create retail buzz for all merchants on 24th Street this holiday season. We have a calendar of events and performances which the NVMPA and NVA are producing and we are asking merchants to fill in the holiday calendar with other events such as in-store demonstrations, coupons or discounts. The goal is that each day between December 1st and 24th there will be two or three merchant offerings coupled with street entertainers to motivate shoppers to visit 24th Street.

We will publish a calendar of daily events and offerings on 24th Street including visits with Santa, hayrides, cable car rides, choral music, dancers, and independent musicians and performers.

How 24 HoliDAYS on 24th Street will be marketed:

Banners on municipal poles as well as copies of calendars available at participating merchants listing events and promotions for the entire period, posters, postcards, and postings at a variety of social media venues. The NVMPA and NVA have secured sponsors for some of the events to defray costs. 24 HoliDAYS on 24th Street is being offered to you for FREE; all you have to do is participate by offering an event or discount in your store which will help drive traffic to your store along with the entertainment, hayrides, cable cars, street performers, neighborhood tree holiday lights, security, decorations etc. paid for by the NVMPA and NVA.

Suggested Ways to Participate:

- 10% off or more on select items
- Discounts on select products on certain days
- In-store events such as a trunk show, demonstration, or art project, using product to showcase what you have to offer in your store or creating a small event which adds value to the experience of shopping in your store

Other: _____

Please contact Sylvia Buettner via email at svbuettner@mac.com with details of how you wish to participate or any questions.