



**Sign Up
Deadline:
April 25**

GETTIN' DIGGY WITH IT

Dig in for a Streetcar Summer

We're promoting "Downtown Tempe is Open for Businesses" during streetcar construction this summer with three promotions for downtown merchants

The promotions are open to all businesses in the downtown district

HARD HAT HAPPY HOURS Every Thursday from May 16 - August 15

This summer, Thursdays will be filled with hours of happiness. We'll promote your happy hour specials. HHHH will be more than just cocktails, we want retailers & service providers to participate too. Don't normally have a happy hour special? Create one and tell us what time of day they are offered. We're promoting Thursday hours of happiness all day so both construction workers and early-bird merchants can participate. Create a BOGO, twofer or other discount you'll honor on Thursdays all summer long (during the time period you designate). Keep your offers the same all summer to keep it simple & consistent so we can promote them.

Cost to participate: \$25 Gift Card we'll use in promotional giveaways

TEMPE HEAT WEEK June 24-28, 7 am to 12 am - a week of sizzling hot deals, cool steals for locals & insiders

This is the week we'll show off how awesome downtown merchants are! Create 2 to 3 specials that will only be available during this one week. Specials should be items people can't typically get so create your specialist specials, your unicorns, something that is too great to miss. We request retailers create the following:

RESTAURANTS & BARS:

- **Drinks:** 2 to 4 alcoholic drink specials & 1 to 2 non-alcoholic drink specials (no more than 4 total) for a special price
- **Food:** 3 or 4 small bite or food specials for a special

RETAILERS/SERVICE PROVIDERS:

2 to 3 Special Offers not available any other time (including during Hard Hat Happy Hours) - BOGO, free w/ purchase, twofers, % discount, etc.

Cost to participate: \$50 cash & a \$25 Gift Card

#RandomKindnessDT

May 13 - August 15, everyday

We'll send the DTA Safety Patrol, Parking Compliance and Clean Teams out each day to give away three \$5.00 merchant gift cards to guests on the street and thank them for supporting downtown merchants during construction.

Cost to participate: Four \$5 Gift Cards

To participate, fill out the GETTIN' DIGGY WITH IT Sign Up Form at

<https://www.surveymonkey.com/r/GettinDiggy>

Questions? Contact Lori Foster at Lori@downtowntempe.com or call 480-355-6067

MARKETING DETAILS

This is what you can expect:

- Creation of HHHH & Tempe Heat Week landing pages at www.downtowntempe.com listing participating merchants with links to merchant websites
- Giveaway hard hats for local merchants to wear on HHHH and hats available for office group happy hours
- Press Releases and Media Alerts sent to local media, influencers, partners
- Weekly social posts on DTA owned media (IG, FB, Twitter)
- Creation of Facebook Events w/ weekly FB ads; Instagram Stories
- Giveaways on Instagram based on donated gift cards
- Email blasts to DTA consumer email database (10,000+)
- Merchant Marketing support (marketing & media kits; may include hard hats, menus, postcards, posters, coasters, table tents, sample social media posts, graphics, etc.)
- Event submission to Valley-wide event calendars and inclusion in partner e-blasts (Chamber, Tourism Bureaus, etc.)
- Media buys, use of paid social influencers and paid social media ads (HHHH targets a 10 mile radius with reach of 280K people, between 269 - 1, 7000 people/day)

HHHH Strategy: bring awareness that Downtown Tempe is OPEN FOR BUSINESS during streetcar construction. We'll promote special offers and happy hours at our downtown merchants, underscoring that now is the time to come out, enjoy an 'insider' side of downtown Tempe and help their friends & neighbors survive the impact of streetcar construction & the summer heat.

TEMPE HEAT WEEK Strategy: appeal to the "insider feel" that locals enjoy when summer hits, most students are gone, there's a hot, slower pace of life - and locals can enjoy their downtown and feel like they're directly contributing to their community by supporting the impacted businesses.

#RandomKindnessDT Strategy: show guests on the street that the downtown merchants thank them for supporting them during construction; a small gesture inviting them into the participating businesses.

Sign up to participate by April 25 at <https://www.surveymonkey.com/r/GettinDiggy> or point your smart phone camera at the QR code to access the sign up form.

