

# DOWNTOWN EVENTS

## A Guide for Downtown Merchants

Downtown Tempe Authority , [www.DowntownTempe.com](http://www.DowntownTempe.com)

2018-2019

## How to Make the Most of Downtown Events

As a business owner, you have an important stake in downtown Tempe.

Special events downtown put “feet on the street” in downtown and bring thousands of residents and visitors to downtown Tempe. Bringing them to our downtown increases the opportunity for them to visit your business therefore increasing your opportunity to generate additional sales for your business. Special events allow attendees to see all that Downtown Tempe has to offer. While not everyone who attends an event will be shopping/ eating/drinking that day, they certainly will be looking – looking at what stores, restaurants and services actually exist in downtown Tempe. If they have an enjoyable time during the event, they are much more likely to return at a later date to make purchases, obtain service, or enjoy an experience in Downtown.

Successful events get people thinking about downtown as a place they want to be—to shop, to dine, and to be entertained. We hope that these tips will help you make the most of our downtown events for your business.

*“The energy of the thousands of people that attend the events like the annual Tempe Festival of the Arts, or the Ironman Triathlon, or participate in Pat’s Run, all are welcomed by us. We consistently have double digit increased sales year over year during these and many other events throughout the year.”*

*- Paul Galvan, Gordon Biersch Brewery*



Tempe Festival of the Arts brings 200,000 people downtown twice a year

## Event Tips

- Pre-Event Tips
- Day of Event Tips
- After Event Tips
- Downtown Events Calendar

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ASU game day festivities include merchant extensions of premise

## Pre-Event Tips

### ◆ REMEMBER FOUR

There are four times during the year when Mill Avenue is regularly closed to vehicular traffic (the Spring & Fall Tempe Festival of the Arts, Veteran's Day and the Fantasy of Lights Opening Night Parade) with thousands of people replacing the usual stream of cars. These events are a great opportunity to make additional sales.

### ◆ PLANT THE SEED

A few weeks before each event, put some items near your points of sale or in your window that fit the event theme. The point is to raise awareness of the event by telling your customers about specials you will be offering during that day.

### ◆ IDENTIFY OPPORTUNITIES TO PARTICIPATE WITH EVENT

Several events produced by DTA offer opportunities for downtown merchants to participate within the event itself (Tempe Festival of the Arts) as do other event producers (IRONMAN Arizona).

### ◆ DETERMINE AN EVENT SPECIAL

Prior to an event, advertise upcoming specials. Beginning a few weeks before the event, put the fliers in your shopping bags, table tents on your tables and post on your social media so they know about the event and what will be going on in your business. Offering a coupon? Hand them out prior to the event to your customers so they know to visit you during the event.

### ◆ WORK YOUR CONTACT LIST & SOCIAL MEDIA

If you have an email list of your customers, send them an email and let them know about the event, what your offer is for the event & include your coupon. Post about the event on your social media and mention what is happening in your business that day. Staying in contact with your customers makes them feel valued and keeps your business in their mind.

## Special Events Permit

Anyone who wants to host a parade, concert, walk, bike or foot race, rally, public gathering or extension of premise that will be held in a public venue or that will affect private and/or public property or rights-of-way must file a Special Events Permit Application with the Special Events Division of the City of Tempe. Contact a Special Events Coordinator by calling the Special Events Office at 480-350-5180.



6th Street Market

## Share the hashtags

When you post in your social media (Facebook, Instagram and Twitter) include the #DowntownTempe hashtag in your post.

For posts during the Tempe Festival of the Arts, include the hashtag #TempeArtFest

For the Holiday events, include any of the following hashtags:

#DowntownTempe

#HomeForTheHolidays

#OurTempe

#Tempe

#TempeAZ

#Arizona

#MillAve

#Parade

#FantasyofLights

#BoatParade

#StreetParade

#Holidays

#NewYearsEve

#NYEonMillAve



*Fantasy of Lights Opening Night Parade is the weekend after Thanksgiving*

## Day of Event Tips

**MAKE SURE YOU'RE OPEN** You can't make a sale if you're not open. While special event attendees may not be your regular customers, they are your "potential" customers.

**HAVE A SIDEWALK SALE TABLE** Attract attendees to your business with items that compliment the event. Note: City code allows you to place a table within 3 feet of your building façade when no event is happening; during the art festivals & parade, you must have DTA permission to place a table outside.

**HAVE A SPECIAL IN-STORE TABLE** Create a special area in your business providing deals on selected food or merchandise; hold a contest and gather email addresses.

**POST ON SOCIAL MEDIA** Share information about the event and what is happening in your business during the event. Use #DowntownTempe in your posts.

**GIVE OUT BOUNCE BACK OFFERS** Hand out coupons to browsers in your business and invite them to come back after the event to redeem them.

**HOLD CUSTOMER'S PURCHASES** Offer to hold packages or purchases while your customer enjoys the event outside.

**HOLD AN OPEN HOUSE OR IN-STORE DEMO** This is a great way to introduce your business to the public. Be sure and grab their email addresses so you can follow up with them after the event.

## After Event Tips

**FOLLOW UP** Reach out to the people that came into your business during the event. If you have their email, this is easy: offer a special return offer, your newsletter, a survey.

**POST ON SOCIAL MEDIA** Share the details about the event, your business and your customer's experiences during the event. Tell your followers about your upcoming promotions and future events.

# Downtown Tempe Events Calendar

## DTA Produced Events

**Tempe Festival of the Arts** (Fall: 1st weekend in December, Spring: late March) The festival is produced twice a year for 3 days (Friday, Saturday & Sunday). Mill Avenue and portions of 4th, 5th, 6th and 7th Street are closed, as well as Maple Avenue. Over 350 artists fill the streets for over 200,000 visitors over the 3 days. Merchants within the perimeter of the festival can apply to extend 10 feet out from their facade on the sidewalk, "sidewalk-sale" style to sell merchandise you normally carry in your business (no art or performers allowed). Contact [Lori@downtowntempe.com](mailto:Lori@downtowntempe.com) for extension of premise application for each festival.

**Fantasy of Lights Opening Night Parade** (Friday night after Thanksgiving). Parade units move down Mill Avenue from 3rd Street to 7th Street and go through Centerpoint up Maple Avenue to 5th Street. Christmas tree lighting, a stage and Santa at Centerpoint. 30,000 people attend. Opportunities to have a parade unit and often there are opportunities to be a food vendor. Contact [Lori@downtowntempe.com](mailto:Lori@downtowntempe.com) for details.

**Fantasy of Lights Boat Parade** (2nd weekend in December) Decorated boats light up Tempe Town Lake, a stage with musical acts in beach park, pictures with Santa and concessions/food truck round-up complete the fun for 20,000 people. Opportunities to have a parade unit and or be a food vendor, contact [Lori@downtowntempe.com](mailto:Lori@downtowntempe.com).

**6th Street Market** Every Sunday from 10 am - 3 pm, mid-October through mid- April in 6th Street Park by City Hall. Local art, handmade goods, food & live music. Opportunities to be a vendor or food vendor, contact [Lori@downtowntempe.com](mailto:Lori@downtowntempe.com).

## Traditional Downtown Tempe Events

**January** - Rock N Roll Marathon, downtown & at Tempe Beach Park

**March** - Aloha Festival at Tempe Beach Park

**April** - Pat's Run

**July** - Kiwanis 4th of July at Tempe Beach Park

**September** - Healing Field at Tempe Beach Park

**October** - Tour de Fat, Oktoberfest and IRONMAN 70.3 at Tempe Beach Park

**November** - Veteran's Day Parade (Mill Avenue), IRONMAN Arizona at Tempe Beach Park

*Note: Depending on the day it falls on, the city will often close Mill Avenue to vehicular traffic on Halloween and New Year's Eve*

***Download a copy of the entire Downtown Tempe Events calendar at [www.downtowntempe.com](http://www.downtowntempe.com) on the Merchant Resources webpage***