



# City of Denton

City Hall  
215 E. McKinney Street  
Denton, Texas  
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## AGENDA INFORMATION SHEET ECONOMIC DEVELOPMENT PARTNERSHIP BOARD

**DEPARTMENT:** Economic Development

**CM/ DCM/ ACM:** Bryan Langley

**DATE:** Nov. 8, 2017

### SUBJECT

Receive a report and hold a discussion regarding the Economic Development program Shop Here on Purpose and the Shop Small Saturday event.

### BACKGROUND

Shop Here On Purpose (SHOP) Denton is a program of the City's Economic Development department that is inclusive of all businesses located within the city limits of Denton. The program goal is to increase the sales tax base by educating and engaging our community on the importance of shopping locally. We achieve this goal through marketing materials, social media, and special events like Shop Small Saturday.

As outlined in the marketing plan and to support our shop local campaign, Economic Development coordinated with DTV staff to create a half-minute video for the S.H.O.P. Denton program. The video showcases City services that are supported by sales tax to create an "ah-ha moment" or "instant connection" between shopping local and supporting public services that are used every day. The video is on DTV's YouTube channel and on the Facebook page for the S.H.O.P. Denton program. Within the first 24 hours, the video was viewed more than 300 times! Link: <https://youtu.be/gHxpdn6B47U>.

Small Business Saturday is a day dedicated to supporting small businesses across the country. This day is celebrated each year on the Saturday after Thanksgiving. This year, Small Business Saturday falls on Nov. 25. American Express, with assistance from FedEx, provides canvas shopping bags, along with marketing and social media materials, for neighborhood champions and small business. The goal is educate and engage consumers to shop small on the biggest shopping weekend of the year.

For the last four years, Economic Development has participated in Shop Small Saturday by partnering with the CVB and the Main Street Association for a Shop Small Selfie event. We have expanded the event each year as we organize and the participation of our local small businesses increases. For the 2017 Shop Small Saturday Denton, to engage shoppers we will have a selfie contest, door prize drawing, and 200 swag bags to give away. To support our small businesses, we will provided marketing opportunities and have a social media check-in contest where the small business with the most check-ins on social media (Facebook and Instagram only) will win \$500.

Something new this year is that we will have five welcome center stations. The stations will be open from 10 a.m. to 2 p.m. and be staffed by two Small Business Saturday trained volunteers who will provide

consumers and businesses support on the day of the event. For the first time, we will collect zip codes to map the origin of our shoppers through the door prize drawing. This will assist in next year's marketing efforts. Please join us as we shop local and encourage everyone to Shop Small Saturday Denton on Saturday, Nov. 25. Complete details can be found at [www.shopdentontexas.com](http://www.shopdentontexas.com) and on Facebook @ShopDentonTexas or Instagram #ShopDentonTexas.

## **STRATEGIC PLAN RELATIONSHIP**

The City of Denton's Strategic Plan is an action-oriented road map that will help the City achieve its vision. The foundation for the plan is the five long-term Key Focus Areas (KFA): Organizational Excellence; Public Infrastructure; Economic Development; Safe, Livable, and Family-Friendly Community; and Sustainability and Environmental Stewardship. While individual items may support multiple KFAs, this specific City Council agenda item contributes most directly to the following KFA and goal:

**Related Key Focus Area: Economic Development**  
**Related Goal: 3.3 Promote a business-friendly environment**

## **EXHIBITS**

Exhibit 1 – Agenda Information Sheet

Respectfully submitted:  
Caroline Booth  
Director of Economic Development

Prepared by:  
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