

Another Sidewalk Sale'bration—  
September 8, 2007

What a great day for a sidewalk sale! On race day, the streets will already be packed with runners, on-lookers and visitors at the Organic Farmers Market. So, why not open early and plan a special sales event?

Those who contacted the BIA office or spoke with one of our Board Members all shared the same story at our last event on June 30<sup>th</sup>—increased traffic flow. Those who enter your establishment may not buy on their first visit. But once they've been there, they are likely to return.

With the sizzling summer heat, it's hard to think about the winter holidays. Come September however, those who start their Christmas shopping early will be on the lookout for unique items and you've got it...bargains!

If you didn't take part in the last sidewalk sale, we really encourage you to participate. You have the entire month of August to think about a special promotion or two. If you do intend to open early, you might consider offering a 'door buster' or 'early bird special' to draw folks in before lunch time.

As well, consider advertising your special event in the local paper. SNAP<sup>™</sup> Oakville is extending very reasonable advertising rates to Kerr Village businesses. If you have questions about SNAP, please contact Glenn Patterson, SNAP Editor, at 905.844.4224 or visit on-line at [www.snapoakville.com](http://www.snapoakville.com).

We do have some street closings planned for the day, although the exact locations are still being determined with the Town of Oakville. Most of the day's activities however, will take place near Heritage Square at the corner of Kerr Street and Florence Drive. If your business is not located in close proximity to the festivities, the BIA is once again offering you the opportunity to set-up a table on the street. Please contact Gillian Hurley at 905.849.8865 no later than Friday, August 31<sup>st</sup> to make arrangements.