

Be Sure That YOU'RE Part of the Ocean Avenue Sidewalk Sale!

It's easy to participate in the *Sidewalk Sale*

- Set up sale tables, display racks, etc. on the sidewalk in front of your business, all day on May 7th
- Don't forget to level them if your sidewalk's on a slope, before putting out the merchandise.
- Display items securely, in case the breeze picks up later in the day!
- Required City Permits have been obtained, thanks to the Small Business Commission
- Leave at least a SIX FOOT CLEAR PATH OF TRAVEL for pedestrians to pass safely on the sidewalk. Be ADA compliant.
- Decorate and "merchandise" the heck out of those tables and racks!!
- If you're a service business (not retail merchandise), you can meet new customer prospects, as well!
- Don't cashier purchases on the sidewalk – send customers inside your store to pay for their purchases. They can see (and buy) more merchandise inside the store, before paying for their sidewalk purchases. It's safer and more secure, too.
- Encourage your business neighbors to be part of the Sidewalk Sale. Multiple sales on the same block will add greatly to everyone's "draw" that day.
- Assign adequate, outgoing, friendly staff to work on the sidewalk, to greet and sell, and for merchandise security.
- Use the Sidewalk Sale to clear out stale merchandise at bargain prices; Or, showcase your newest, best goods and services. Both approaches have been successful at past Sidewalk Sales.
- Offer samples, token give-aways, or a brief introduction to your services.
- Hand out brochures, discount coupons, etc., to drive return customer visits.
- Place chairs at the sides of your table (instead of in back of your table). This will give space for pedestrians and patrons to walk.
- Keep clear for business or parking lot entrances, unless OARC has assigned you at a business that is closed or vacant.
- Please clean your space after the event.
- For your safety, please keep at least 2-3 feet from the curb
- Most of all, make it FUN.....Happy customers open their wallets faster and wider!

If selected for the Ocean Avenue Sidewalk Sale, I understand the above statements and will follow requirements (*) of the Ocean Avenue Sidewalk Sale:

(Artist/Merchant signature)

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