

Jacksonville Main Street, Jacksonville Area Chamber of Commerce,
and Jacksonville Area Convention & Visitors Bureau present



It's that time of year again! Small Business Saturday is November 28, and for 2020 we are joining forces to kick off the Christmas shopping season for ALL local small businesses with the **Santa Stroll - 12 Days of Loving Local!**

This year, to maintain Phase 4 COVID occupancy limits and reduce shopper anxiety over crowds, the event will be a **TWELVE DAY** activity with an **online component!**

Business participation: No cost to participate: Simply provide 200 coupons valid from **November 16-November 28** for the Santa hats. (You may want to make them valid for any online sales you are hosting with us or on your own... let us know and we'll promote it!) PRINTED COUPONS MUST BE TURNED INTO JACKSONVILLE MAIN STREET BY OCTOBER 28! We encourage you to extend store hours during the event.

Santa Hat sales: Hats supplied and stuffed by Jacksonville Main Street will be sold for \$10 to the public at 4 different sites: Jacksonville Main Street, Jacksonville Area Chamber of Commerce, Jacksonville Area Convention & Visitors Bureau, and County Market.

Marketing: Event partners will handle advertising, but you are encouraged to promote it on your websites or social media pages. The Jacksonville Area Chamber will also feature the event in their special November newsletter. Advertising will commence the first week of November and continue throughout the event, which finishes on November 28.

Online sales: The Jacksonville Area Convention & Visitors Bureau will host a live Facebook sale for participants that sign up for a designated 15-minute time slot on their page. If empty slots remain, requests for multiple times we be honored. Sales events will run from 7-8pm daily from November 16-28.

Questions? Contact us!

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Jacksonville Area Chamber of Commerce: Lisa Musch/Rachel McGuire (217) 245-2174

Jacksonville Area Convention & Visitors Bureau: Brittany Henry (217) 243-5678