

IN THE BIZ TUESDAYS

Margate Community Redevelopment Agency
FRA Awards 2017 – Category: Out of the Box





SIP | SNACK | SOCIALIZE

UNIQUE OPPORTUNITIES TO MEET THE
BUSINESSES THAT MAKE MARGATE GREAT!

EXCLUSIVE VIP EVENTS

IN THE BIZ
IN THE BIZ TUESDAYS

4TH TUESDAY OF EVERY MONTH
FROM APRIL-SEPTEMBER 2017

FREE ADMISSION



BROUGHT TO YOU BY THE MCRA

SIP | SNACK | SOCIALIZE

Please join us for a series of free VIP events and get to know your local businesses. Enjoy complimentary beer, wine, snacks, entertainment and activities. Guests receive special deals and VIP discounts!

SAVE THE DATE!
4TH TUESDAY OF EVERY MONTH
6PM-8PM

APRIL 25 **EXCLUSIVA TU BOUTIQUE**
2147 N. STATE ROAD 7

MAY 23 **FRENCHIE'S BICYCLES**
2430 N. STATE ROAD 7

JUNE 27 **ZUCCARELLI PIZZA**
7320 W. ATLANTIC BLVD

JULY 26 **THE KEG KING**
952 S. STATE ROAD 7

AUGUST 22 **BAY BAY'S CHICKEN & WAFFLES**
1027 N. STATE RD 7

SEPTEMBER 26 **STAGE DOOR THEATRE**
8036 W. SAMPLE RD

CONTACT INFORMATION

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CONCEPT

Bringing Awareness to Small Businesses in Margate

- Business retention concept originated as a catalyst for the growth and success of Margate's businesses located on expansive corridors
- To revive the love and support for Margate's small businesses - #shoplocal
- Expand the economic base of the Redevelopment Area by retaining existing jobs
- Encourages patronage of local business, helping to thwart economic leakage into surrounding areas
- To put businesses back into the limelight of the community
- For residents to get to know their local businesses and small business owners
- Events take place on the 4th Tuesday of the month from April-September from 6:00 – 8:00 pm and features refreshments, entertainment and activities specifically tailored to each individual business

IN THE BIZ

TUESDAYS VIP DISCOUNT CARD

VIP DISCOUNT CARD

- To encourage repeat visits to the participating businesses
- Given to all attendees valid for use on any Tuesday through December 2017
- Businesses decide on whatever special or discount they want to offer and agree to honor the cards on any Tuesday
- Online surveys were created to track the effectiveness of the VIP discount cards, and will be given to business owners to fill out two months after each event. This will measure the success of the program

THIS IN THE BIZ CARD MAY BE USED ONLY ON **TUESDAYS** AT THESE PARTICIPATING BUSINESSES FOR SPECIAL VIP DISCOUNTS!
#SHOPLOCAL SHOW OUR BUSINESSES SOME ♥

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THIS PROGRAM MADE AVAILABLE BY THE MARGATE CRA
*DISCOUNTS MAY NOT BE COMBINED WITH ANY OTHER OFFERS OR COUPONS,
DISCOUNTS AT THE DISCRETION OF THE LISTED BUSINESS.
*CARD EXPIRES 12/31/17



EXCLUSIVE BUSINESS INSIDER

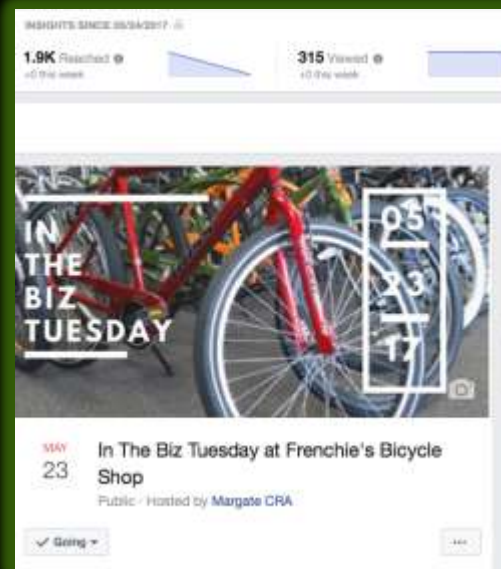
- For each event, Exclusive Business Insiders were created to feature each individual business and were handed out to the In the Biz attendees
- The magazine featured and highlighted information about the business, the business owner and the benefits of shopping local
- Several studies have shown that when you buy from an independent, locally-owned business, rather than a nationally-owned businesses, significantly more of your money is used to make purchases from other local businesses, service providers, and farms — continuing to strengthen the economic base of the community.



INDIVIDUALIZED FACEBOOK EVENT PAGES



- For each event, individualized Facebook event pages were created to increase awareness of each business and to promote the In the Biz Tuesdays events
- The reach was outstanding and engagement from the community was high
- At each event we posted live videos to our Margate CRA Facebook page which had over 1,000 views for each event



*Press play to view the Facebook live video of from the event above

INDIVIDUALIZED ADVERTISEMENTS



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IN THE BIZ TUESDAYS
MARGATEFL.COM/CRA | 954.969.3640

- MAY 23**
FRENCHIE'S BICYCLES
- JUNE 27**
ZUCCARELLI PIZZA
- JULY 25**
THE KEG KING
- AUGUST 22**
BAY BAY'S CHICKEN & WAFFLES
- SEPTEMBER 26**
STAGE DOOR THEATRE

EXCLUSIVE VIP EVENTS

IN THE BIZ TUESDAYS

FRENCHIE'S BICYCLES MAY 23 | 6-8 PM
2430 N. STATE ROAD 7

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CLICK HERE FOR MORE INFO



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EXCLUSIVE VIP EVENTS

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Please join us for a series of free VIP events and get to know your local businesses. Enjoy complimentary beer, wine, snacks, entertainment and activities. Guests receive special deals and VIP discounts!

FRENCHIE'S BICYCLES MAY 23 | 6-8 PM
2430 N. STATE ROAD 7

FREE ADMISSION
This boutique offers trendy, fashionable, handpicked, yet affordable clothing and accessories. This event features mini facials, giveaways, complimentary beer and wine, hors d'oeuvres, and Latin desserts.

SAVE THE DATES

- ZUCCARELLI PIZZA** JUNE 27
7320 W. ATLANTIC BLVD
- THE KEG KING** JULY 25
662 S. STATE ROAD 7
- BAY BAY'S CHICKEN & WAFFLES** AUGUST 22
1027 N. STATE RD 7
- STAGE DOOR THEATRE** SEPTEMBER 26
8036 W. SAMPLE RD

MARGATEFL.COM/CRA | 954.969.3640

BROUGHT TO YOU BY THE MCRA #shoplocal

- For each event, personalized ads were placed in the local newspaper and digital ads that matched the event brand, but were unique to each specific business
- Circulation: More than 30,000 newspapers are delivered every Wednesday, and advertisements were placed the week prior to the event. For the digital ads we had 36 clicks at .54%, 5X the national average!
- 6 road signs were created and placed throughout the City of Margate to promote and advertise the In the Biz Tuesdays event to the community

EVENT ONE: EXCLUSIVA TU BOUTIQUE



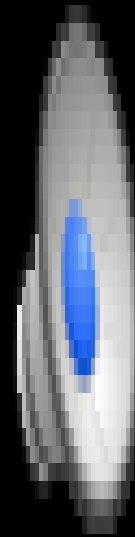
*Owner Vivian Turner

"I am so excited to participate in this program. I have only been open for a little under a year, and the hospitality and welcoming attitude shown by the Margate CRA makes me proud to have my business located here in Margate. I look forward to highlighting my unique styles, that can't be found anywhere else in South Florida," states Turner.

EVENT ONE: EXCLUSIVA TU BOUTIQUE



EVENT TWO: FRENCHIE'S BICYCLES



"What inspired me to start my business in Margate is how much I like the up and coming community and the feel of the City. Biking is a great way to bring a community together and get active. I am looking forward to meeting new faces at this event and to introduce them to the ever expanding world of biking," stated Frenchie.

*Press play to view the Facebook live video with owner Frenchie

EVENT TWO: FRENCHIE'S BICYCLES



THE RESULT

- By bringing the event to the business' doorsteps, the community is (re)introduced to the businesses that make Margate great through first-hand interaction with the employees at their very own place of business.
- In the case of Exclusiva Tu Boutique they had record sales of \$500.
- 'In the Biz Tuesdays' is helping to build relationships between the Margate CRA and business owners in the community. For example, after speaking to Vivian Turner of Exclusiva Tu Boutique, she discovered the other opportunities the Margate CRA had available and immediately participated in the monthly cooperative advertising campaign in the local newspaper.
- Frenchie's Bicycles were introduced to a new clientele that now have high interests in the world of cycling.

June 27th, 2017

*Owner Mark Ivanoff



FUTURE IN THE BIZ TUESDAYS EVENTS:

August 22nd, 2017



September 26th, 2017



July 25th, 2017



*Owner Andy Nowak



* Owner Israel Johnson



*Owner Dee Bunn