Celebrate the Shamrock in Jacksonville - Saturday, March 16, 2019

The Jacksonville Chamber of Commerce is coordinating the March “Celebrate the Shamrock” promotion for a 2nd year. The intent of this promotion is to:

- Encourage people to come to Jacksonville during one of our slower times of the year
  - This includes people from the surrounding area as much as those from further away
  - Overnight stays as well as day trips
- Increase awareness of the things to do/see/eat/drink/experience in Jacksonville on a regular basis
- Promote local businesses and generate more sales

The weekend will feature

- **Live Music** – Scottish Bagpipers, Celtic Harpist and Fiddlers, will be out and about to create a festive atmosphere. The Chamber is covering the cost of these performers. We will be glad to promote any live music being featured at other venues, too
- **Trolley & Horse Drawn Wagon Rides**
  - (wagon rides will not be confirmed until a Mar. 5 City Council Meeting)
- **“Stay & Play” package** at a local inn/restaurant will be offered online in advance of the event as a marketing tool to increase awareness and generate interest/participation
- **Shopping for Shamrocks** –
  - **Special Offerings** - Participating merchants will offer special attractions in their stores – treats, wine tasting, discounts, drawings – whatever your imagination can create
  - **Selfie Stops** – set-ups where guests can take pictures of themselves for posting on social media. Some will feature props/accessories, others will be backdrops to pose in front of, all with a St. Patrick’s/Irish theme.
    - The main intent of this is to have people post and tag the photos on social media to create a significant marketing push for Jacksonville and your business
  - **Prize Drawing** - A combination of items donated by merchants estimated value of over $500. The winner will be based on photos shared/tagged on social media
- **Special St. Patrick’s Day menu options** at restaurants
- **Other ideas are more than welcome!**

Promotion Includes:

**Television Advertising**

- Television ads on Fox and maybe KDVR March 1 - 17
- Radio ads on 106.3 The Valley
- Possibility of co-op or “donut” ad options for participating merchants

**Social Media Promotions**

- Advance Drawings for Stay & Play Weekend Packages
- Postings on Facebook and Instagram
This promotion focuses on Retail/Personal Service Businesses. To Participate you will need to

1. **Come up with a “hook”** – something to attract people into your business that we can list on a program
   - Invite wineries for wine tasting (to sell bottles of wine, Wineries will need a Jacksonville Business License (1-Day Licenses are available) and
   - Offer special food or beverage treats
   - Have a demonstration/tour/VIP guests artist
   - Offer special merchandise, gift with purchase, drawing for prize

2. **Confirm Participation and deliver contribution by March 1, 2019** to Sandi Whittle

3. **Contribute to Prize Packages**
   - One Gift Basket will be raffled at the end of the weekend
   - Each basket will have an estimated value of $500 (based on last year)
   - Contributions from each business should be at least $30

**Participating Merchants:**
- Will be included on a map/brochure printed for the weekend
- Will have signs indicating their participation
- Will be provided with the entry forms for the drawings.
  - 1 form given per visitor per business
  - Form will require name and email
  - Forms can be left with business (to be collected on Sunday) or dropped at Info Center

**Other Information**

**Advance Prize Drawings:**
- **1 Stay & Play Package** – Lodging, Meals, Local Wines/Treats, Etc.
- Promoted through Jacksonville Facebook Page & Website and TV Ads and through Lodging Establishment outreach

**Merchant Promotion**
- Participating merchants are expected to assist in marketing by using their own social media channels and email lists
- Offer their own packages and integrated offerings to promote in conjunction with the event
- Handouts to give out in stores starting as soon as possible

**Chamber Website** – [www.CelebrateJacksonville.com](http://www.CelebrateJacksonville.com)
- Article with details of event/weekend, linking to itineraries, related articles, lodging & restaurant information
- Data Collection form to register for Stay & Play Package

**For more information, questions contact:**

Sandi Whittle - La Boheme; Jo Parker – Willow Creek; Lorraine Akin – Jacksonville Company; Maragaret Barnes – Pickety Place Antiques; Cindi Hickey- Blue Door Garden Store;