

2018

HOLIDAY



DOWNTOWN BUSINESS GUIDE



Downtown Spokane Business Improvement District
10 N Post St., #400, Spokane, WA 99201 | 509.456.0580 x102 | info@downtownspokane.net | www.downtownspokane.org

PARTICIPATE

Each year Downtown Spokane adopts a holiday theme to engage locals and visitors with activities for the entire family. Participate in the spirit of the season by joining with Downtown Spokane in the presentation of the 2018 holiday theme, **Elf!**

GET INVOLVED

- Create a costume or coloring contest.
- Add an Elf-themed entre or drink to your menu.
- Hold a sing-along, movie screening or book reading.
- Provide an interactive opportunity to create ornaments, gingerbread houses and more.
- Create a volunteer activity to celebrate the spirit of giving.
- Sell Elf-themed items.
- Decorate your business or property in the Elf theme.

PLAN

The magic of the holiday season would not be complete without a trip downtown. From shopping and carolers, to lights and displays, downtown has all the sights, smells and Santas needed to create a lifetime memories.

HAPPENINGS

- Santa's Arrival at River Park Square | November 16
- Small Business Saturday | November 24
- Grand Holiday lighting kick-off in Riverfront Park | November 24
- Spokesman-Review Window Display Contest | November 24 - December 19
- Kids Holiday Scavenger Hunt | November 24 - December 16
- Wheatland Bank Horse and Carriage Rides | Weekends November 24 - Christmas Eve
- Historic Crescent Court Window Displays at the Davenport Grand Hotel | November 30 - December 31
- First Night Spokane | December 31

DISPLAY

Use a street or skywalk facing window. Get creative with your own design, utilize classic holiday décor or elements from the family theme to create a fantastic display for customers and visitors to enjoy.

*New in 2018! Enter The Spokesman-Review Window Display Contest.**

PAINT

Painting is an easy way to showcase skywalks and storefronts. Do it yourself or hire a professional. Downtown Spokane will coordinate skywalk painting for 2018.

LIGHT

Make the holidays more enjoyable with an explosion of lights, creating a destination for families, shoppers and more.

- Change your external building lights to festive colors.
- Cover your exterior with lights and create a dancing light show.
- Make your trees twinkle by wrapping them with lights

PROMOTE

When the holidays are in full swing there will be many reasons for families, shoppers, diners and more to experience downtown. See below for the opportunities available to tell your holiday story.

INLANDER DOWNTOWN HOLIDAY MAGAZINE

The 2018 holiday season promises special events, outstanding nightlife, memorable dining experiences and great shopping. The DSP/BID and The Inlander have teamed up to create THE definitive guide for the season, promoting everything downtown offers for the holidays. Ratepayer/Member pricing available. Contact your Inlander representative or Kristi Gotzian at 509.325.0634 for more info and reservations. Limited space available. First come, first serve basis.

THE SPOKESMAN-REVIEW

November 22, "Giving Back" publication; December 2, "Platinum" publication; December 9, "Spokesman-Review 135th Anniversary" publication. Contact your Spokesman-Review representative for more info and reservations at 509.459.5095.

SPOKANE JOURNAL OF BUSINESS

"Market Place" featured in December issues. \$125 for a business card size, one-unit ad. Rate drops with frequency. Contact Jennifer Zurlini for details at 509.344.1279 or jenniferz@spokanejournal.com



Book your next special event at Riverfront Spokane! Reservations are now available for the prized Looff Carousel and Skate Ribbon. Whether you book a holiday party, corporate event or birthday bash, you'll have a brag-worthy event and memories to last. For reservations, contact rfpevents@spokanecity.org or 509-625-6629.

RESOURCES

Stan Burke | Window painting
509.325.3632

Cassel Promotions | 509.747.0062, contact@casselpromotions.com

Spokane Lilac Festival Float Shop | Decor |
509.535.4554, office@spokanelilacfestival.org

LCD Expo | Props, misc. items.
509.325.9656, lcdexpo.com

Amp'd Entertainment | Specialty and event lighting
| 509.838.9861,
www.ampedsokane.com

VIP Production NW | Lighting, sound, video |
509.747.4804, vipproductionnw.com

Senske | Holiday lighting | www.senske.com/holiday-lights

DiJulio Displays | Holiday lights
www.dijuliodisplays.com

Dekra-Lite | Holiday lights | www.dekra-lite.com
Holiday Lighting, Inc | Holiday lights | www.holidaylightinginc.com

For trees that already have power and need twinkle lights or replacements, contact Andrew Rolwes at 509.456.0580 or arolwes@downtownspokane.net.



SCAVENGER HUNT

From November 23 through December 16, kids* can search for Civic Theatre's Buddy the Elf in 25 locations throughout Downtown Spokane.

In 2017, nearly 700 completed Passports entered to win Grand Prize Packages.

How it works

1. Pick-up a Passport at Auntie's Bookstore, River Park Square or at any one of the other participating businesses.
2. Search for the hidden figure inside the businesses listed on the Passport. Once located have a staff member stamp the Passport.
3. When 10 stamps are collected, return the Passport to Auntie's or River Park Square for entry and pick up a participation prize.
4. Passports are automatically entered into the grand prize drawing for a downtown family pack (and other prizes). Winners will be announced on December 19. One entry per person.
5. Participants who visit all 25 locations will receive a \$5 voucher towards tickets to see Elf The Musical at Spokane Civic Theatre, November 23 through December 23.
6. Passports must be turned in by 6pm on December 16 in order to be eligible for the grand prize drawing.

**Youth 12 and under only*



THE SPOKESMAN-REVIEW WINDOW DISPLAY CONTEST

Downtown districts are places of shared memory where the entire community still comes together to live, work and play. A vibrant, decorated downtown can attract customers by making the area more enjoyable and inviting. To celebrate Spokane's unique, historic downtown, awards will be presented to businesses in the downtown area with the best Holiday window displays.

The contest runs from Small Business Saturday, November 24, through December 19, 2018. Winners will be announced on December 21.

- Mayor's Choice Award
- The Spokesman Award
- People's Choice Award

Each winner will receive \$500 in advertising in The Spokesman-Review.

THE SPOKESMAN-REVIEW



For inspiration, visit the Downtown Spokane Pinterest Board @downtownspokane

PARTICIPATION FORM

To be included in promotion of downtown holiday activities, including the online calendar of events, posters, or in the official Holiday Guide, please complete the requested information below and mail to 10 N Post #400, Spokane WA 99201, by email at hello@downtownspokane.net, or complete online at downtownspokane.org.

2018 PARTICIPANT

Business name:

Mailing address:

Physical address:

Business phone:

Website:

Contact name:

Title:

Email:

Contact phone:

PROMOTIONS

Check off any of the following promotions you would like to be a part of.

- I will be participating in Small Business Saturday and would like to be included in special promotions.
- I would like to host an Elf at my business for the Kid's Scavenger Hunt. *Limit 25 available*
- I will be participating in The Spokesman-Review 2018 Holiday Window Display Contest.
- I have items I would like to contribute to the Kids Scavenger Hunt prize packages.
- I have a coupon I would like to be distributed on the Wheatland Bank Horse and Carriage Rides. *2,500 quantity*
- Please contact me about placing an ad in The Inlander's 2018 Downtown Holiday Magazine.

EVENTS

List any special activities or offers your business plans for the holiday season (i.e. refreshments, music, holiday activities, special offers, etc.).

Event:

Date:

Time:

Location:

Description:

Send information as soon as possible for FREE publicity, your benefit as a Business Improvement District (BID) Ratepayer. Final date for secured promotion is October 11, 2018.

Questions? Email hello@downtownspokane.net.