

ANNUAL EVENTS

CRAZY DAYS

Always a select weekend in July

What it is: This summer event is a time for you to unleash your craziest deals and attract local customers.

How you can participate:

- Promote your discounts! Use posters, post cards, and flyers leading up to the event. Create social media event pages, contests, and other posts. Send emails and physical mailings.
- Add information about your promotions to Hot Deals through your Online Chamber Member Portal.
- Reach out to the Chamber office directly with your promotion details.

SMALL BUSINESS SATURDAY

Always the Saturday after Thanksgiving

What it is: Small Business Saturday was originally designed to help local organizations thrive during the busiest time of the shopping year, but has since transformed into an eventful time of year for shoppers to come together and experience all their small businesses have to offer.

How you can participate:

- Do something fun, like designing a shopping event showcasing your product and or/services, or offering a special discount for customers, to entice people to come and shop with you that day.
- Contact the Chamber for details on our special Saturday event and how you can be involved.



Supporting & Strengthening the thinkLOCAL Message

PARTNERS



Harmony River



SPONSORS

- Animal Medical Center on Crow River
- Ashley HomeStore
- Benny's Meat Market
- Cash Wise Foods
- Caspers Chiropractic Center
- CenBank
- Edina Realty, Inc.
- GSM Hutchinson
- Hutchinson Dental Center
- Hutchinson Leader
- Innovative Foam Inc.
- LBC of Hutchinson
- MidCountry Bank
- Nuvera
- Piehl, Hanson, Beckman, P.A.
- Standard Printing-n-Mailing
- TDK Hutchinson Technology, Inc.
- The Lamb Shoppe & Wellness Center
- Tri County Water Conditioning, Inc.
- Uponor
- Valley Sales of Hutchinson
- Woodstone Sr Living Community

WHAT IT MEANS FOR YOUR BUSINESS

Our thinkLOCAL program is designed to share important information with the community on how local businesses, big or small, contribute to a strong local economy. Every business can play a part in sharing the importance of spending money locally before going online or out of town.



Locally owned, independent businesses recycle a higher percentage of profits back into the local economy.



Local businesses keep tax dollars in our community to support schools, parks, police & fire departments, and much more.



Customers benefit from expertise offered by local businesses. Also, at a local store you're as much as 3x more likely to discover something new.



Shopping local means enjoying lively streets and bumping into friendly faces. You support businesses who support community events and organizations.

HOW TO SUPPORT THE MESSAGE

- 
EDUCATE YOUR EMPLOYEES Spread the message internally using our tools.
- 
GET INVOLVED IN LOCAL ORGANIZATIONS Build community relationships outside your business by volunteering.
- 
PROVIDE QUALITY CUSTOMER SERVICE You have the advantage of having face-to-face interactions with customers - get creative!
- 
INFORM YOUR CUSTOMERS Share facts on the difference the customer's local dollars make.
- 
GIVE BACK TO THE COMMUNITY Remind community members your business supports their local organizations in ways online retailers can't.
- 
COMPETE ONLINE Have a web presence - whether through social media, a website or an online listing with the Chamber. Research online prices and be competitive.
- 
HIGHLIGHT LOCAL PARTNERSHIPS Show the community your effort to spend locally and the positive impact you make by doing so.

FREE RESOURCES & MATERIALS FOR YOUR BUSINESS



thinkLOCAL Magnets
Put magnets up throughout your office or send home with employees. These are great visual reminders to thinkLOCAL first before going online or out of town.



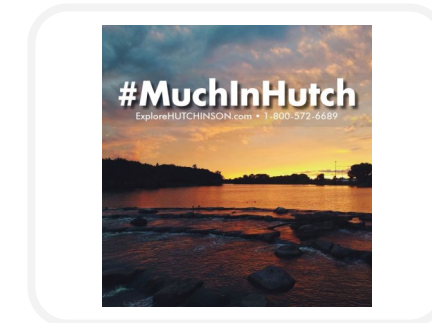
thinkLOCAL Window Clings
Display the thinkLOCAL logo on your doors, storefronts, windows, and cars.



E-badge
Receive a digital version of the thinkLOCAL logo to show your support for the message on your website or other digital channels.



'Thank' LOCAL Business Cards
Throw these thank you cards in with bags, invoices, or with a customer's receipt. The facts on the back of these cards remind people of how their locally spent money filters back into the community.



Hutchinson Guide
Our visitor and relocation guide summarizes local places to eat & shop, local events to attend, parks to visit, and more. Give these to new/current employees and customers to remind them how much there is in Hutch!



Poster
Hang thinkLOCAL facts in windows, buildings, break rooms, or even bathrooms to remind people of the difference their local dollars make.

Requests for these materials can be made at ExploreHutchinson.com/thinkLOCAL or by calling (320) 587-5252