



Good day community partners!

Thank you for taking the next step in joining us, the Think Local First committee of EHCC in our Open East Hants day. It will be the first of its kind to take place here in East Hants, on Saturday May 28, 2016.

The purpose of Open East Hants is to make it easy for the people of East Hants to experience a lot of what we have to offer in one day, so they become better ambassadors for East Hants while getting acquainted with the people who work and play here. Shops, restaurants, cultural organizations, attractions, charities and government are all encouraged to take part in some way, shape or form.

Halifax has hosted a similar event called "Open City" which has become very popular, boasting a high volume of people taking to the streets to experience whatever the businesses and other participants have to offer - whether it is a Back Door Takeout from a local restaurant or a demonstration on how to weave a basket. There are tons of ways that we as a community can participate in our own special way to showcase what East Hants has to offer.

The theme for this year will be "Shop the Neighbourhood". In addition to promoting getting out and exploring East Hants, we will promote the idea that our area would be more vibrant and exciting if we spent more time out of the house and supporting our local businesses and organizations by getting out for dinner, a coffee or glass of wine or taking in some of the local music that we have to offer. You could turn your store into a music venue or an art gallery for the day!

The creativity needs to come from you! The basic premise of Open East Hants is that through our own channels and those of our partners we will amplify your message and drive traffic to the streets, but it is your particular event/offer that is going to make Open East Hants successful for your particular business or organization. A few ideas for your day could include:

- Engage with other businesses or organizations near you and make a bigger impact in your area.
- Music and other forms of entertainment can do a lot to animate your business or section of the street.
- Back door take out - the emphasis should be on dishes that can be served quickly and eaten while walking, or sitting on a bench. Focus on the backdoor of your business with a special food to sample.
- Actively promote your participation in Open East Hants prior to the day using your usual channels, print an ad, social media, newsletters etc. Make your participation fun - this isn't about 15% off sales, it's about getting people to connect with your business on a personal level and on a level that builds community spirit and pride.
- We want the people of East Hants to feel good about supporting their community!

For the printed materials, the deadline is April 29, 2016.

(You can participate after that but you will not be in printed promotions.)

A full list of participating groups, businesses and organizations will be updated on this site. As we get closer to the event, a map will be put together for people to better plan their day.

There is no cost to participate - all independent businesses are encouraged to take part.

It is also an option that you run your own internal contest for those who visit your location. It is a great opportunity to build your in house email database or social media following.

TO TAKE PART, ALL YOU NEED TO DO IS SEND THE FOLLOWING INFORMATION TO US AT: EMAIL: INFO@EHCC.CA



Email: _____

Phone #: _____

FOR NON RESTAURANTS

Name of business: _____

Location: _____

Daytime promotion/Special event (what might you be doing special for the day - demo/meet the maker): _____

After dark event? _____

OR

FOR RESTAURANTS

Name of business: _____

Location: _____

Daytime back door take out specials (dish and what time you will be serving the special): _____

After dark event? _____

THIS EVENT IS OPEN TO ANY BUSINESS, ORGANIZATION OR NPO LOCATED IN THE EAST HANTS AREA. FEEL FREE TO FORWARD THIS INFORMATION TO ANYONE YOU THINK MIGHT BE INTERESTED IN PARTICIPATING.

MARKETING: Promotional materials will be distributed to each participating business and organization the week before May 28th, 2016. We hope to have media coverage the week before the event that could include coverage by print, radio and TV.

From, The Think Local First committee of the East Hants & Districts Chamber of Commerce

