



PRESENTING

# SHOP THE SHORES



2019 Small Business "Saturday" SIDEWALK SALE

PRESS RELEASE: 11/22/2019 info@dbsba.com

## COMMUNITY PROMOTIONAL EVENT

- Who:** Daytona Beach Shores Business Alliance aka "Shop The Shores"
- What:** **Small Business Saturday SIDEWALK SALE!**
- When:** **Saturday, November 30th, 2019**
- Where:** On the Atlantic Avenue and surrounding corridor  
*"within the City limits of Daytona Beach Shores, FL "*



### Event Details:

The Daytona Beach Shores Business Alliance (DBSBA.com) is proud to announce that on **Saturday, November 30, 2019** all businesses in the City of Daytona Beach Shores will be allowed to have items on sale outside the business in celebration of the nationally marketed, "**Small Business Saturday**".

In helping to promote our small business community, THE CITY OF DAYTONA BEACH SHORES COUNCIL has granted all businesses in Daytona Beach Shores to have a 1-day exemption from the no-sidewalk rule for this special day!

Small businesses are like seashells, each one is unique. One small purchase can make a difference and it is a smart economic decision to jump on the already successful *Small Business Saturday*, the Saturday after Thanksgiving, and the day after Black Friday that is dedicated to supporting small businesses during the busiest shopping weekend of the year.

**Participating Businesses:** Now is your chance to bring goods (safely) in front of your store to attract attention to your business. Please post your sales and photos on Facebook with the tags: *#ShopTheShores* and *#ShoresMeansBusiness*

#### Economic Impact

This program offers economic impact potential with increased store traffic and sales in our local community!

#### Continued Engagement

Locals and visitors and other new referrals will be introduced to businesses they may not have known about before and keep coming back!

#### Increased Awareness

Repeat customers get to know our community and what it has to offer helping to collaborate on community development.



[www.ShopTheShores.org](http://www.ShopTheShores.org)

