



Spring Stroll

Friday, May 18, 2018
3:00 ~ 6:00 p.m.



Spring Stroll is a very popular event to start off our tourism season. Spring Stroll benefits every aspect of the tourism industry in our community, and this information sheet will outline the actual activities.

The two parties involved in this event are: **Participating merchants** — those businesses encouraging Skagway's workforce to learn about their merchandise and services. **Strolling participants** — members of the workforce eager to learn what is new and available in town in order to offer better customer service for their employers and customers.

Please encourage your employees to attend. The strolling participants will begin at the Skagway Chamber of Commerce at 7th & State preferably at 3:00 p.m.; however, any time before 5:00 p.m. is fine. Upon arrival, the strolling participants will pick up a bag filled with pertinent Skagway information and a list of participating merchants. **If you would like to include a promotional/informational item in the bags, please bring 100-150 of said item(s) to the Chamber office by noon Monday, May 11, 2018.**

The participants will then Stroll around town to the participating merchants, familiarizing themselves with locations of merchandise available, and meeting store owners and managers. Most of the participating merchants will be offering an in-house drawing, and it is the responsibility of each merchant to provide slips on which the strolling participants may write their name and phone number. The participating merchants will hold their own drawing, contact the winner, and fax or email the Chamber with the name of the winner and the prize won (983-2031 or chamber@aptalaska.net).

Participating merchants may choose to offer refreshments, small tokens of appreciation, coupons or other informational brochures to the strolling participants.

A couple of days before the event, the participating merchants will be given a sign to hang in their window and balloons to hang outside their building to draw attention to their involvement.

Spring Stroll will still start off at the Skagway Chamber of Commerce at 7th & State. Each shopper will be given a card that they must get stamped at each store that they visit (participating stores will have a special Spring Stroll stamp). When the Strollers are done strolling and their card is stamped, they can head to the Chamber Office, where they will drop off their stamped cards, put their name in for a chance to win one of three cash prizes: \$50 each, and enjoy some delicious snacks.

As you can see, this is a fun, organized way to familiarize the workforce (sales staff, tour guides, etc.) with the shopping, food and other services available in Skagway. Please encourage your staff to do the Stroll. They will meet people, enjoy refreshments, sign-up for drawings, and return to your business better equipped to serve your customers and our visiting guests.

Thank you for your participation!



2017 Spring Stroll

Participating Merchant's Checklist

- Please encourage your staff to be a strolling participant.
- Stay open until 6:00 pm Friday, May 19, 2017.
- Choose a door prize.
- Have a can, jar or box available for door prize tickets and several pens.
- Make sure participants write their name & phone number on their ticket.
- If you want, have refreshments available. While this is not necessary, it might keep participants in your store longer.
- If you want, have coupons or informational brochures available for participants to take, which might encourage them to visit you again in the near future.
- After 6:00 p.m., draw the winning name for your in house drawing and contact the winner by telephone.
- Email or fax the Chamber with the winner's name and the prize won (chamber@aptalaska.net or 983.2031).

Keep in mind the positive aspects of this effort: name recognition, location recognition and merchandise recognition.

Please do not be discouraged if many of the participants just run in to get their card stamped. Our efforts are to expose as many Skagway merchants as possible to the 2017 workforce in a rather short amount of time. In spite of the short exposure time, you will be surprised at how many of those participants will remember your business when helping visitors locate specific items or services in the future.

Spring Stroll is sponsored by the *Skagway Chamber of Commerce*.

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