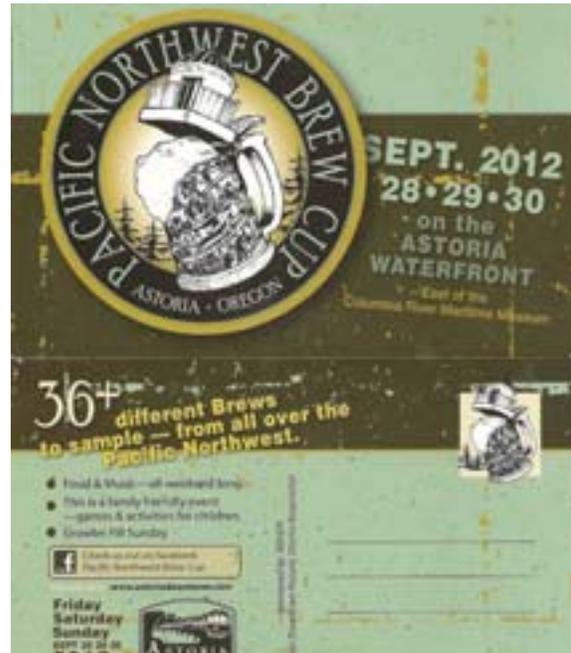


DOWNTOWN ASTORIA BUSINESS CRAWL

The Downtown Astoria Business Crawl was organized by the Astoria Downtown Historic District Association's Promotion Committee in conjunction with the 10th Annual Pacific Northwest Brew Cup, the North Coast's premier beer event. The festival takes place on the Astoria Riverwalk just outside downtown and attracts 2,000 beer lovers. Since the event takes place right outside the district, many of the festival attendees don't make their way into downtown, let alone into their wonderful retail establishments. The festival organizers realized this and reached out to ADHDA to identify a way to minimize this issue. The goal of the Business Crawl is to draw Brew Cup festival attendees into the downtown area and bring some additional traffic into downtown businesses over the course of the festival weekend.

All festival attendees were issued a passport to the Business Crawl. The passport listed names and addresses of the 18 participating businesses. Festival attendees were encouraged to visit each business, have their passport stamped, and collect a raffle ticket. Passport holders were required to return to the festival by the end of the 3-day festival to enter various raffles for a chance to win one of the many fabulous prizes provided by the participating businesses. The prizes were displayed at the festival and had corresponding raffle bins. Participants could use their raffle tickets however they wanted – they could even increase their odds of winning a particular item by putting in multiple tickets. Participants that visited every venue and got all 18 stamps were eligible for the grand prize donated by Brew Cup sponsors.



During the promotion of the event, the Promotion Committee encouraged business participants to warmly welcome the extra foot traffic. ADHDA made it a point to let businesses know that the passport holders may be on a mission to get their passport stamped, but they could very easily return if they felt welcomed and something catches their eye. Locals were excited to explore what downtown had to offer and many mentioned they went into businesses for the first time. Many of the businesses had a great response and at least one business reported they had one of their best days of the season. As a result of the positive response, they are working on a retail promotion/treasure hunt for the holiday season!

