

THIRD THURSDAYS DOWNTOWN MARSHFIELD

shop & dine at night | experience downtown | win prizes



One of the #1 repeated requests in community and visitor surveys is downtown offering more accessible hours. Thursday is noted as a top shopping day among respondents.

Starting June 2022, Main Street will promote retail businesses open 'til at least 7 p.m. and food/drink businesses open 'til at least 9 p.m. by revamping "Third Thursdays Downtown". Participating businesses will receive perks for involvement in staying open late and offering customers a unique promotion. The program will be evaluated at year end to determine success based on sales and foot traffic.

SIGN UP FOR THIRD THURSDAYS 2022

BUSINESS BENEFITS

- "OPEN" flag with mounting bracket similar to the one pictured above
- Your business highlighted monthly leading up to event on Main Street's Facebook & Instagram pages
- Affiliation with all Third Thursdays marketing
 - Seasonal postcard-style flyers
 - Event information going to major Marshfield employers
 - Online ads going back to Mainstreetmarshfield.com website event (with your business listed)
 - Facebook event (with your business listed)
 - Customer engagement receipt drawing (shopping/dining incentive)

BUSINESS REQUIREMENTS

- Stay open during the event hours every third Thursday of the month, June-December 2022
 - Retail: until at least 7 p.m.
 - Restaurant/Entertainment: until at least 9 p.m.
- Place "OPEN" flag out on Thursdays until closed (you're welcome to use the flag any time you wish as well)
- Provide a business promotion to draw in new and existing customers
 - Promotions should be enough to spark curiosity and be exclusive to Thursdays. Think workshop, neighbor collab, food/drink special, live music, loyalty program perk, coupon, popup shop, bogo, theme night, contests, freebies, etc.
 - Find ways to make this a night out habit for customers. How can this be a date night, girls night out, guys night out, family night - pick something that works for your ideal customer.
 - Promoting Third Thursdays + promoting your promotion + promoting peers' promotions = more customer eyes on downtown