



584 Castro Street, # 333
San Francisco CA 94114-2512

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Make YOUR Plans for MUMC's Sidewalk Sale NOW !

Saturday, May 5 from 9:00am to 5:00pm

It's easy to participate in the Sidewalk Sale

- Set up sale tables, display racks, etc. on the sidewalk in front of your business, all day on May 5.
Don't forget to level them if your sidewalk's on a slope, before setting up the merchandise.
MUMC has obtained required City Permits, thanks to the *S.F. Small Business Commission*.
- Be sure to leave room for pedestrians to pass safely on the sidewalk.
- Decorate and "merchandise" the heck out of those tables and racks !!
If you're a service business (not retail merchandise), you can meet new customer prospects, as well !
- Encourage your business neighbors to be part of the *Sidewalk Sale*.
Multiple stops on the same block will add greatly to everyone's "draw" that day.
- Assign adequate, outgoing, friendly staff to work on the sidewalk, to greet and sell, and for merchandise security.
- Dress the sales staff dress in costume or other bright, happy garb.
- Don't cashier purchases on the sidewalk - send customers inside your store to pay for their purchases.
They can see (and buy) more merchandise inside the store, before paying for their sidewalk purchases.
- Use the *Sidewalk Sale* to clear out stale merchandise at bargain prices;
Or, showcase your newest, best goods and services.
Both approaches have been successful at past *Sidewalk Sales*.
- Offer samples, token give-aways, or a brief introduction to your services.
- Hand out brochures, discount coupons, etc., to drive return customer visits.
- Most of all, make it FUN *happy* customers open their wallets faster and wider !
- **MUMC** is promoting the *Sidewalk Sale* heavily with
 - Eye-catching window and counter posters. Please put yours up NOW.
 - Reminder postcards to give to your customers starting NOW.
Please display these at your business, whether you'll be part of the Sidewalk Sale or not.
 - Newspaper advertising in the Thursday May 3 issue of the *Bay Area Reporter* – *B.A.R.*
Look for our full page, full color ad on the back of the first, main news section.
 - Website ads
 - > at the *B.A.R.*'s site, www.eBAR.com and
 - > on **MUMC**'s website at www.CastroMerchants.com.
- **MUMC** will provide free helium balloons on ribbons, for your *Sidewalk Sale* table/display racks.
Get your balloons at the BODY clothing store, 450 Castro (between Market & 18th Streets) on Saturday May 5, starting at 9:00am, or we'll do our best to get some to you by noon that day.

If you need Posters or Reminder Cards, or if you have questions:
Contact **MUMC**'s *Sidewalk Sale* Committee Chair, Terry Asten-Bennett at *Cliff's Variety*
(415/431-5365, Ext. 4 or email Terry@CliffsVariety.com)
or email **MUMC** at MUMC-SF@earthlink.net, or call 415/431-2359