

Minority Enterprise Development (MED) Week 2014

City Crawl

Friday, September 26, 2014

Is your business a retail store, 51% owned and operated by a minority or woman and within the Greenville City limits? Are you willing to provide a discount to shoppers in exchange for promotion of your business? If so, the City of Greenville/GUC is sponsoring a City Crawl – our version of a treasure hunt for local minority and women-owned businesses. Whether residents decide to go on one of our suggested itineraries or simply follow their heart's desire, the City Crawl will be a perfect way for city goers to get a head start on the weekend while patronizing local businesses!

How does it work?

- You complete the Participation Form attached to include your promotion and other details the MWBE Program will provide to patrons so they can take full advantage of your offerings. You can also include special happenings that will take place that business day to spark even more interest!
- The City of Greenville/GUC MWBE program will market the City Crawl along with its other MED Week activities to stir up interest. Marketing opportunities include the City's local TV station, GTV9, newspapers and circulars specifically geared towards supporters of the minority and women community, and networks and groups that support small business.
- You take the opportunity to advertise and to promote MED Week and the City Crawl on your website, through social media, etc.
- All residents who would like to participate will download the City Crawl map online at www.greenvillencmwbe.org or pick up a copy in one of our distribution locations. Each person or group will pick out the businesses they would like to patronize and mention "City Crawl" in order to receive the promotion.
- Enjoy the "Crawl"!

Yes, I'm interested!

Great! Complete the Participation Form attached and send via email to dharris@greenvillenc.gov by **August 22, 2014**. Questions? Just give me a call at 252.329.4862.

Minority Enterprise Development (MED) Week Celebration

City Crawl

September 26, 2014

Participation Form

Glad you decided to take part in the 2014 **City Crawl!** Please complete the form below as soon as possible.

GENERAL INFORMATION

Name:

Business Name:

Physical Address:

Telephone:

Email:

Hours of Operation on Friday, September 26th:

Promotion:

Will the patron need to order service in advance? Yes No

How far in advance?

Any further instructions?

Thanks so much for your participation!