Winter Window Wonderland - Downtown Mission BIA

Work plan

Opportunity/Need:

The Mission Downtown Business Association was founded in 1996 when the need for guidance for Downtown Mission businesses was much needed. The objective of this campaign was twofold: first, to encourage Downtown businesses to decorate for the holidays, and second, to encourage residents to shop local for the holidays in a beautifully decorated Downtown core. We used the incentive of prizes for both the winning business and a lucky voter to encourage participation. Our annual Customer Appreciation Night and The Chamber of Commerce Candlelight Parade took place within the first week of the campaign, thus reaching over 10,000 alone during that time.

Goal/Objectives:

Our ultimate goal was to have as many Downtown Mission merchants take part as possible. We knew that some would commit to it, but not follow through, and some had no interest at all. Through outreach from ourselves and the Mission Record, we were able to encourage nearly 30 businesses to take part.

Audience:

We had several audiences for this project. First, the day this project launched was the day of our annual Downtown Mission Customer Appreciation night, and our loyal customers were able to see firsthand the hard work our merchants put into the project. A week later was the Chamber of Commerce Candlelight Parade, which travels through Downtown Mission. Approximately 10,000 residents were able to admire our windows that night. The duration of the contest took place during the first 3 weeks of December, one of our busiest times, and thousands of shoppers were able to see our decorated windows.

Implementation:

This was a collaboration between the Mission Record newspaper and the Mission DBA. Using email, social media and face to face, we encouraged businesses in Downtown Mission to decorate their windows for the holiday shopping season. Windows of the entries were photographed and uploaded to the Mission Record website for public voting.

Results:

We had many businesses take part, more than we could have hoped for. The sight of the windows lit up and the trees filled with Christmas lights was absolutely beautiful.

The winning window won free advertising with the Mission Record, courtesy of the newspaper and the Mission DBA, and a random voter won a Downtown Mission gift basket valued at \$1200, with prizes donated by Downtown Mission businesses.