

BERKLEY DDA

Retro Feel. Metro Appeal.

February/March 2021 Update

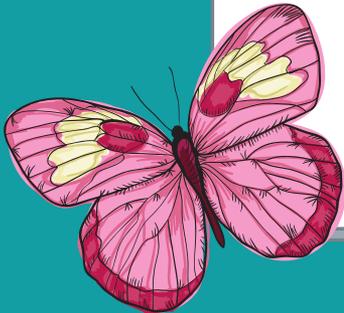
MARCH INTO BERKLEY

Kick off spring with **March Into Berkley**. Similar concept to the successful 21 Days of Berkley promotion. Details can be found by clicking on link to promo page below. We received much positive feedback & the entire budget was used!

When: March 15 to April 2

[Sign Up](#)

[Promo Page](#)



LADIES NIGHT OUT: TAKE ME OUT TO BERKLEY

March into Berkley culminates in **Ladies Night Out**. Held TWO NIGHTS to help allow for social distancing, the event will have a baseball theme. We highly encourage businesses to consider opening both nights per previous two-night event participation feedback.

When: April 1 and 2

[Sign Up](#)

[Promo Page](#)



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Advertising/ Marketing Co-Op Opportunity

Marketing Co-Op Opportunity to support March Into Berkley
AND/OR Ladies Night Out: Take Me Out To Berkley

Rules: Submit advertising showing support for at least one event (March Into Berkley AND/OR Ladies Night Out: Take Me Out To Berkley) for a 2:1 co-op support from the Berkley DDA (i.e., you pay \$100 in Facebook advertising for event and the DDA contributes an additional \$50 towards the campaign).

Must include Berkley DDA logo in advertising. All social media advertising must tag @Downtownberkley and include full approved event name. Submission must include (1) LINK (if applicable), (2) Screenshot of advertising example, and (3) Receipt.

Please submit all materials no later than April 3 or by emailing marketing@downtownberkley.com. FIRST COME, FIRST SERVED UP TO OUR ALLOTTED BUDGET.

Do not sit on this opportunity! We highly recommend pre-submitting plan for approval. Reach out to Marketing@downtownberkley.com with any questions.

NEW ARRIVAL!

DDA Executive Director Jennifer Finney and her husband Richard welcomed baby Richard Michael into the world on January 29. Momma (and Daddy) and baby are doing wonderfully!



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REMINDER: Berkley Bucks

If your business has recently collected Berkley Bucks earned by customers from our recent 21 Days of Berkley promotion, please hold on to them.

A member of the marketing committee will be by in the weeks ahead to secure.



COMMITTEE UPDATES

Our dedicated volunteers are hard at work.

- **Business Development:** Recruiting businesses to become part of virtual Downtown Berkley Main Street, powered by ShopLoyal
- **Marketing:** Planning and hosting fun and safe events and promotions to support downtown businesses
- **Organization:** Updating by-laws, drafting plan for the DDA's non-profit and crafting budget
- **Design:** Formulating plan for DIA mural and drafting plan for business outreach for DDA programs