

# RIVERDALE PARK



## Buy Local Campaigns

As noted on the Town of Riverdale Park's (TRP or the Town) website for [Business and Economic Development](#), "The Town seeks viable and long-term employment centers, research and development facilities, technology and green industries, retail centers, and service businesses that add to the quality of life for Town residents, thereby creating opportunities to work near one's home, to shop local and to enjoy the benefits of local service providers." A few of the ways TRP has encouraged shopping at local businesses is through its promotion of Small Business Saturday and by helping to organize the Holiday Festival and Festival of Lights in the Town center during the holiday season.

### Small Business Saturday

Small Business Saturday is an American shopping holiday held the Saturday after Thanksgiving during one of the busiest shopping periods of the year. It occurs on the last Saturday in November, so it falls between November 24 and November 30. Small Business Saturday encourages holiday shoppers to patronize small and local brick and mortar businesses.

[On November 4, 2019](#), at TRP Council Legislative Meeting, Mayor Alan Thompson read a proclamation in both English and Spanish to support Small Business Saturday. The event was scheduled for November 30, 2019. The Town's Offices of Development Services and Administrative Services plan and coordinate this annual event. It is funded with the Marketing, Promotions and Programming section of the [Town budget](#). In FY2019 this portion of the budget was approved for \$15,000.



On November 15, 2019, Mayor Alan Thompson and Director of Development Services, Kevin Simpson, held the Town's proclamation to support Small Business Saturday held November 30, 2019 to promote investment and celebrate the socio-economic contributions of small businesses.

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TRP staff emailed details about the event to all local businesses. The Town also published details on promoting Small Business Saturday through the Town's outreach channels (flyers, social media, website, etc.) encouraging the public to "spread the message to support small businesses". Town staff promoted the FY2019 event in the Town Center and handed out information during several Thursdays in November at the Riverdale Park Farmer's Market.



TRP also registered as a [Neighborhood Champion for Small Business Saturday](#). Neighborhood Champions for Small Business Saturday apply with American Express Travel Related Services Company, Inc. in order to organize events and activities to rally their neighborhoods for Small Business Saturday and to potentially be presented with other opportunities throughout the year to support the Shop Small® Movement, a movement dedicated to supporting and celebrating small businesses. Eligible individuals and entities that become "Neighborhood Champions" receive certain tools and resources to assist them with their rallying efforts. In order to become a Neighborhood Champion, eligible organization participants must submit a completed online submission form at [www.ShopSmall.com/Rally](http://www.ShopSmall.com/Rally) while American Express is still accepting submissions, which must include (i) certain information about themselves and the organization they are part of, (ii) details of their plan to organize events and activities for and on Small Business Saturday, (iii) details on how they will get small businesses in their community to participate, and (iv) details on how they will encourage people in their community to attend their event. Applicants are notified by email whether their submissions are approved.

## **Local Holiday Market and Festival of Lights**

TRP has also hosted a Holiday Market and Festival of Lights every second Saturday in December in [2017](#), [2018](#), and [2019](#) from noon to 8 pm in coordination with the Riverdale Park Farmers Market organizer, Jim Coleman. The event is advertised on [TRP's website](#) in addition to the [Farmers Market Facebook page](#). The TRP public works department assists with set-up and clean-up of the Holiday Market, which has been held in the Town Center under two large, heated, festival tents. The Town invites local vendors to apply to sell food, drink, and gifts at the booths in the tent.

The Holiday Market is free and open to the public. The event includes all day live local music, kids activities, Christmas trees, great farmers market vendors and other artisans, indoor and outdoor vendor venues, and much, much more. The event also includes a station for families and dogs to take pictures with multicultural Santas. TRP also hires a trolley bus to drive interested

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guests through local neighborhoods to sing holiday carols while they look at the neighborhood holiday lights. The date for the 2020 Holiday Market and Lights Festival has already been set for [December 12, 2020](#).



In 2019, TRP used the graphic (above) to advertise the Holiday Market and Festival of Lights on the [Riverdale Park Farmers Market website](#) and on flyers handed out at the farmers market.

In the picture (below), people dance to the live music band at an earlier Holiday Market before larger tents were used.

