



TulalipCares.org

Tulalip Charitable Contributions Funds Distribution Report

NAME OF AGENCY: Ethnic Business Coalition

ADDRESS: 405 Maynard Ave S., Suite P-8, Seattle, WA 98104

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GENERAL GOALS: We believe that we can create a more sustainable, profitable avenue for underserved ethnic residents and entrepreneurs.

SPECIFIC USE FOR THIS AWARD:

This award was used as support for operational expenses and programs.

For more information please read the attached report from Ethnic Business Coalition.



**Ethnic Business Coalition
2016 Ethnic Seattle Holiday Campaign
Report: Q3 2016 14.2.**

Ethnic Seattle's Holiday Campaign

Campaign Date: November 24, 2016- December 24, 2016

Total Number of Businesses Served/Supported: 52 ethnic and minority owned businesses within City of Seattle.

- Ethnicity
 - Immigrant/ethnic owned: 39
 - Minority/women owned businesses: 13
- Types of Businesses
 - Retail: 12
 - Restaurant/food: 26
 - Coffee/drinks: 2
 - Home goods: 4
 - Art/specialty products: 4
 - Services: 4

Campaign Activities:

- Holiday Pop-Up Market featuring out of the box gift ideas, handcrafted goods, and holiday specials from over 30 small, local businesses representing diverse cultures around the world
- Ice Sleigh carving in Chinatown International District's Hing Hay Park and Union Gospel Mission Joy for Toy drive
- Seahawks Fan Van and Swag (Supported by American Express Shop Small)
- Happy Hour food walk around Chinatown International District
- Weekly prize give away from local businesses
- Advertising and Promotion of event and businesses on local Radio and Print ads
- Continuous holiday promotional and support for local businesses throughout December on EthnicSeattle.com and Ethnic Seattle social media channels

Marketing Activities to Promote the Campaign:

- Posters and pop-up event postcards
- Radio ad on KIRO
- Facebook ad



- Promote through partner organizations including Only in Seattle, Downtown Business Association, Seattle Chinatown-ID Preservations and Development Authority, Southeast Effective Economic Development, and MLK Business Association.

Result and Impact of campaign:

- Generated over 2000 page views on EthnicSeattle.com per featured articles per business featured
- Garnered over 67000 audience reached on Facebook for duration of campaign and business promotion
- Attracted over 1000 attendees to pop-up market
- Created opportunities and growth for local businesses.

- **Testimonials from Merchants Participated Shop Small Saturday**

Businesses Located in Chinatown

Momo Seattle :

“The Nov 26th event was the best after Thanksgiving Saturday we had, ever! Thank you!”

Tom & Lei Ann (business owners)

Tuesday Scarves:

“We had good traffic throughout the day. I felt that you guys did a good job in promoting the event, got lots of visibility. Thank you!” Rain (business owner)

Trichome:

“Shop Small Saturday did help bring customers into the store that might not normally come in.” Richard (business owner)

Pop-up Market Vendors

Lanier’s Fine Candies:

“I sold over 70 packages of candies at the event. It was a very successful day for me!”

Herman (business owner)

Chewbebe:

“Please let me know when you are having another event. Thank you!” Sandy (business owner)

Panda Kids:



"To say the least, it was a tremendous success for us, many friends made, even made small new fans on our Facebook page. With you guys' tremendous great team effort and support, we wouldn't have thought of an awesome turnout! Ethnic Seattle event definitely has kicked up a notch, even on a small scale venue, we were all able to execute with a larger scale volume than normal. Normally on any pop-up events, we have attended in the past, we have never had made such huge success to compare, on a small elevated event on a smaller scale, with a bigger volume in that amount of hours put in, even on such weather in play...AMAZING result! With the hard work your team had put together and the awesome marketing strategy, you guys really were able to execute every each detail in play. We can't thank you enough and definitely be looking forward to another similar event, if you'll ever host again. Hopefully, with the continual partnership, we will both grow an equal if not better success!"

Stay Lit by Guchi:

"Cannot believe the amount of support I've had today [Nov. 26] from family, friends, and new customers! Thank you, thank you, thank you! I'm more motivated than ever before & can't wait to start rebuilding my inventory! I literally arrived with 4 boxes worth inventory, and left at the end of the day with one that wasn't even half full. Success is an understatement!"

Thecurlynugget:

"The event was awesome! It was my first time selling my art at a pop-up, and I couldn't be happier with the reception from customers and the sales from that day. I completely sold out of my inventory! The event also inspired me to start a newsletter about my art and showcases - folks were leaving me their cards and asking where they sign up for more information. Thank you for inviting me to participate, can't wait to do it again next year!!"

Ethnic Business Coalition's url is www.EthnicBusinessCoalition.org
Our online magazine is www.EthnicSeattle.com