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ALL ABOUT LEADVILLE AND TWIN LAKES

Friday, May 1 12:00 PM – Sunday, May 3 12:00 PM

Leadville Main Street and our partners are launching a bold new weekend designed to bring fresh dollars into our town during a historically slow season. After a tough winter, our businesses need energy, foot traffic, and revenue. Let's work together to make it happen! This is a bit like Shop Small but so much more! In addition, to our local community will be marketing heavily to surrounding counties to attract visitors who may not normally come to Leadville in early May.

QUICK GUIDE FOR BUSINESSES

Who can participate?

-Any retail or service providing, taxable Lake County business.

What do customers need to do?

-Spend \$100 in Lake County between Friday at 12 PM and Sunday at 12 PM.

- Purchases can be made at multiple businesses.
- Customers must keep receipts.
- Receipts must be turned in at the Visitor's Center by Sunday at 12 PM.

What do they get?

-For every \$100 spent = 1 Downtown Dollar to put in their Leadville Loot bucket of choice!

BONUS INCENTIVE:

The first 10 people to submit \$1,000 in receipts will automatically receive a Local Love Ticket for a free Melanzana.

RAFFLE PRIZES (and growing!)

Participants can choose which Leadville Loot bucket they want to enter:

- 10 individual free Melanzanas!
- Full Nordic Center buyout for 35 people, food included!
- Personalized aerial tour of Leadville with Ty Hall!
- An entrance into the Leadville 100 Bike Race!

The more they spend, the more chances they have to win!

IMPORTANT: RECEIPTS and PROOF of PURCHASE

Receipts must be legitimate and verifiable. Proper documentation protects all businesses and ensures fairness. If your business does not provide paper receipts with name of business, date, time stamp, and amount spent please contact Leadville Main Street at Leadvillemainstreet@gmail.com so we can help establish an alternate proof of purchase method. Text and email receipts that include the above information will be accepted.

HOW BUSINESSES CAN MAXIMIZE THE WEEKEND- Let's make downtown feel alive!

- Refresh your window display- Consider an outdoor display.
- Add music to create energy- Keep your door open if weather permits.
- Be open, welcoming and plan for enough staff.
- Offer a weekend-only promotion.
- Collaborate with another business to create unique events or offerings.
- Consider live music or entertainment.

MORE HAPPENING THIS WEEKEND

Several community partners are already adding energy and activity to the weekend. We hope businesses will join the momentum and help create an exciting downtown atmosphere!

- Pastime Run Club – Hosting a 10K and Kids Fun Run on Saturday morning
- Babushka's – Organizing a Cottage Industry / Makers Market Walk, pairing local makers with downtown Harrison Avenue businesses. Interested in hosting a pop-up maker in your shop? Please contact Destinee at Destinee@wearebabushkas.com
- Treeline Kitchen and Lake County Chamber will be hosting a full day of live music and food in Zaitz Park.

What creative promotion, collaboration, or event would you like to host? If you have a special or event you want us to promote, please fill out this form no later than April 10

<https://docs.google.com/forms/d/e/1FAIpQLScrABeZqkgxGywFCttpcUjaDotBVSto3A8EGSpd2XNIF3KAqw/viewform?usp=header>

