

Ideas for Programs and/or businesses in July:

1. Store display (inside or maybe expand onto the sidewalk) with WY or USA made products
2. Showcase WY made products on social media on WYO Wednesday; On merchant's use social media channels to feature Wyoming made (or locally made) products. Promote by creating videos or going Live
3. Tour (walking or virtual) of Made in Wyoming businesses in your town; scavenger hunt to look for WY made products
4. Promote or have special offers in store of WY made products
5. Bring in your Shop Smart Tote and receive a discount
6. Extended hours on WYO Wednesday
7. Merchants could offer specials. (related note - the specials could be related to the theme, special named coffee drinks, cocktails, lunch specials, etc)
8. Merchants/downtown could encourage folks to come down and chalk the walks. They could provide the chalk - super cheap
9. Sidewalk sales on that day
10. Any activity that involves kids
11. Provide information to business owners about what other businesses are offering so they can encourage shoppers to visit other stores. Organize business sharing program.
12. Offer a Wyoming Markers Market and invite the vendors to showcase their products.
13. Connect current businesses with Made in Wyoming vendors.
14. Collect comments about Shop Smart-Shop Safe/WYO Wednesday to enter a drawing for a prize.
15. During special sales activities ask businesses to monitor sales and compare to previous sales.