



## Citywide Small Business Saturday Spring Sidewalk Sale – April 27, 2024

Small Business Saturday (SBS) is an annual AMEX event that encourages consumers to frequent their neighborhood businesses during the holiday season. This year the Chamber would like to host an SBS Spring Edition. We encourage you to join us in a citywide sidewalk sale to encourage our community to shop in Laguna Beach this Spring!

### How the Chamber is Going to Promote Laguna Businesses on SBS:

1. Market 'Think Laguna First on SBS' in print, social media, radio and word-of-mouth
2. Host a SEO optimized Think Laguna First website with SBS landing page listing participants
3. Provide marketing collateral and social media posts to participants
4. Promote the SBS offerings of participants on our social media channels

### How Your Business Can Participate for FREE:

1. Participate in the sidewalk sale (see details on next page) and have a special deal, event or contest specifically for SBS.
2. Promote it on social media using #thinklagunafirst and tagging @chamberlb & @thinklaguna1st
3. Share and interact with the Chamber's SBS posts

That's it! Sign up below:

Business Name: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone #: \_\_\_\_\_

E-mail: \_\_\_\_\_

Social Media Handles: \_\_\_\_\_

Your SBS Offer (if known): \_\_\_\_\_

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Please scan and send this form to [joelle@lagunabeachchamber.org](mailto:joelle@lagunabeachchamber.org). Contact the Laguna Beach Chamber of Commerce with any questions!





## SBS SPRING SIDEWALK SALE RULES

We will not be allowed to do this again if these rules aren't obeyed by all merchants!

1. The display and signage does not extend into the public right-of-way.
2. The display does not reduce required parking
3. The display does not inhibit adequate ingress and egress to the building
4. All displays must be removed by 10:00pm on April 27, 2024.

The Chamber of Commerce will be filing a Temporary Use Permit for outdoor displays on April 27, 2024 citywide. Displays outside of this date must be approved by the city (see [lagunabeachcity.net](http://lagunabeachcity.net) for appropriate permits.)

### Businesses with front setback

You may put a table of merchandise on your private property. It must not extend at all onto the sidewalk.

Example:

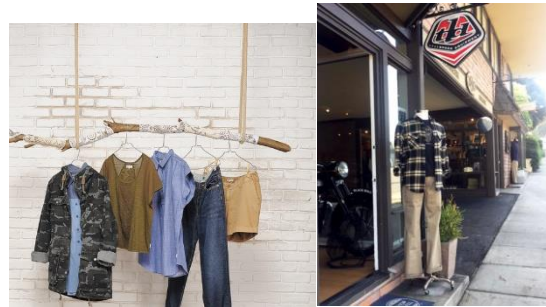


You may put temporary SBS signage on your private property and your windows

Do not block your entry and exit doors.

### Businesses without a front setback

You may hang merchandise on the outside of your business, provided it does not extend at all onto the sidewalk. Example:



You may put temporary SBS signage in your windows.

Do not block your entry and exit doors.

