

# The Loop Is Open

## 1. What is The Loop Is Open?

- A partnership between the Loop Special Business District, Loop Trolley Transportation Development District and City of University City to keep the Loop as a destination and a viable business district during trolley construction and to “celebrate” construction progress.

## 2. What Is the Program

- The program will consist of giveaways, block parties, and marketing to continue to attract people to the Loop. Giveaways will include two \$50 gift certificates each week from participating businesses. Block parties will occur once a month, depending on construction, to unveil track and/or celebrate a construction milestone.

## 3. How will the Gift Certificate Program work?

- Each week, there will be two drawings, one at a participating business and one from an online raffle. Gift cards will be purchased from participating businesses. Participants will fill out a form from participating businesses or go to: <https://www.bazaarboy.com/lists/signup/31/> to enter. Winners will be notified via email if they win. Delmar Loop visitors are also encouraged to use the hashtag: #TheLoopsOpen on social media – additional giveaways will be offered though social media – t-shirts, discounts, etc.

## 4. How will the Block Parties be Planned?

- Save the Date! The first block party will take place on Saturday, June 27<sup>th</sup> – location, TBD. The free event will include live music and drinks. Block parties will be scheduled throughout the duration of construction as a means to encourage people to visit the Delmar Loop! Check <http://visittheloop.com/> for up to date information. Events will be family-friendly and include trolley-related giveaways!

## 5. Which Delmar Loop businesses are Participating

- As of June 1<sup>st</sup>, over 15 businesses are participating: Blueberry Hill, Avalon Exchange, Rocket Fizz, Loop Living Furniture, The Melting Pot, Serendipity Gallery, Sunshine Daydream, Three Kings, COCA, Subterranean Books, Noodles and Company, Phoenix Rising, The Silver Lady, Peacock Loop Diner, Froyo, Componere Gallery. And more to come!

## 6. How Long Will the Program Last

- The program will last through the end of trolley construction.

## 7. How is the Program Funded

- The program is funded through the Loop Trolley Transportation Development District and the City of University City's Economic Development Retail Sales Tax.

## 8. Will Information about the Program be Up-To-Date?

- YES! Up-to-date information will be online at <http://visittheloop.com/> - Visit the website often, as updates on events, promotions, and giveaways will be available

## 9. How Else Can Businesses Participate?

- Have an event idea, email Kristin Sylvester, [visittheloop@gmail.com](mailto:visittheloop@gmail.com). And encourage people to sign-up for construction notifications and to stay informed at <http://looptrolley.com/>

