



For Immediate Release

Contact: Heather A. Hoell, 503.477.9648

heather@ventureportland.org

Strong Sales Signal Merry Season for Portland's Neighborhood Business Districts

Black Friday, Small Business Saturday, Little Boxes and Business District Events
Energize Local Economy with Record-Setting Sales

PORTLAND, OR – December 3, 2013 – Neighborhood businesses set retail records city wide over the weekend, creating a strong start to the critical holiday retail season. As the support organization for Portland's 50 neighborhood business districts, Venture Portland was proud to once again partner with Little Boxes to ensure the season is merry and bright for local retailers. In Portland, where 98% of neighborhood businesses have five or fewer employees, supporting small is really big.

In addition to Black Friday and Small Business Saturday promotions, neighborhood business districts will host almost 50 festive holiday events, many funded in part by Venture Portland, featuring deals and discounts to help shoppers stretch their holiday dollars and purchase the perfect gifts for everyone on their list. And, shoppers can feel good knowing their money is staying home for the holidays – for every \$100 spent at a local business, \$68 returns to the local economy.

Find the full list of festivities to 'Localize the Season' at ventureportland.org.

About Venture Portland

Venture Portland means business. Through grant funds, training and technical assistance the organization invests in the smart, strategic growth of Portland's 50 neighborhood business districts. Together, Portland's neighborhood business districts contain 19,000 businesses and provide 250,000 jobs. Venture Portland's board leadership comes from the diverse business districts city wide that collectively represent local, regional, national and international demand for goods and services. For more information visit ventureportland.org.

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ventureportland.org

503.477.9648 | 503.477.9641 fax

240 N. Broadway, Suite 127 Portland, OR 97227

FACT SHEET

Holiday Trends (Black Friday, Small Business Saturday)

December 3, 2013

District	Shopping Trend (to date)
Neighborhood Business Districts City Wide	<ul style="list-style-type: none"> Black Friday and Small Business Saturday retail sales increased over 2012. City Council's 'Portland Celebrates Small Business Saturday' proclamation, Little Boxes promotion and neighborhood business district activities drove significant increases in shoppers city wide. Despite short season, retailers optimistic about holiday sales.
Alberta	<ul style="list-style-type: none"> Garnish sales were up 40% over last year; store expects a better season than 2012. Starting 12/13, Garnish will stay open an extra hour through 12/24. <i>(Anchor/Indicator Business)</i>
Beaumont	<ul style="list-style-type: none"> The Arrangement sales increased almost 100% on Small Business Saturday over 2012. <i>(Anchor/Indicator Business)</i>
Hawthorne	<ul style="list-style-type: none"> Mag Big sales increased 38% over last year and the shop had its busiest weekend ever.
Hillsdale	<ul style="list-style-type: none"> Paloma Clothing sales increased 29% over 2012 on Small Business Saturday and 40% on Sunday. 'Golden Ticket' sales contributed to the shop's success. <i>(Anchor/Indicator Business)</i>
Mississippi	<ul style="list-style-type: none"> Black Wagon sales were up 35% on Black Friday and 30% on Small Business Saturday. <i>(Anchor/Indicator Business)</i> More than 300 people attended the 4th annual Tree Lighting.
Montavilla/East Tabor	<ul style="list-style-type: none"> Union Rose sales were up 42% on Black Friday and 7% on Small Business Saturday. Sales were also up significantly over last year in the 10 days prior to Thanksgiving. <i>(Anchor/Indicator Business)</i>
Multnomah Village	<ul style="list-style-type: none"> 'Golden Ticket' distribution increased 100% over 2012 for first week and total 2013 numbers are expected to set records for the 4th straight year. Peachtree Gifts weekend sales increased 49% over last year. <i>(New Business)</i>
Nob Hill	<ul style="list-style-type: none"> Betsy and Iya sales were up 30% on Black Friday.
Pearl District	<ul style="list-style-type: none"> After selling 7 couches on Small Business Saturday in 2012, Perch Furniture sales were up 33% over last year. <i>(Anchor/Indicator Business)</i> Annual Tree Lighting drew its biggest crowd ever.
St. Johns	<ul style="list-style-type: none"> The Olive & Vine sales increased 30% over last year on Small Business Saturday.

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