



For Immediate Release

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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, 2014 – 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 25 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, Portlanders can feel good knowing their money is staying home for the holidays – for every \$1 spent at a local business, 70% stays in the local economy.

This week brings another round of retail events designed to increase sales including:

- Ladies Night Out (NE Broadway) – Thursday, 12/4 from 5-9pm
- Holiday Fest/Golden Ticket (Beaumont) – Friday, 12/5 from 3-7pm
- Tree Lighting/Wooden Nickel (Kenton) – Friday, 12/5 from 6-8pm
- Holiday Gala/Golden Ticket (Multnomah Village) – Friday, 12/5 from 4-9pm
- Shop Williams Late (Williams District) – Friday, 12/5 from 6-9pm
- Holiday Market (Historic Parkrose) – Saturday, 12/6 from 9am-4pm
- Holiday Bazaar/Soul District Bucks (N/NE) – Saturday, 12/6 and Sunday, 12/7 from 10am-7pm
- Winterfest (St. Johns) – Sunday, 12/7 from 1-6pm

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

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FACT SHEET

Holiday Trends (Black Friday, Small Business Saturday)

December 3, 2014

District	Shopping Trend (to date)
Neighborhood Business Districts City Wide	<ul style="list-style-type: none"> • Holiday weekend retail sales (Black Friday and Small Business Saturday) increased over 2013. • City Council's 'Portland Celebrates Small Business Saturday' proclamation, Little Boxes promotion and neighborhood business district activities drove significant increases in shoppers city wide. • Retailers optimistic about holiday sales and reporting strong sales results to date.
Beaumont	<ul style="list-style-type: none"> • Shop Adorn had large numbers of Little Boxes shoppers and owner Nicole Whitesell is "feeling good about December" sales. (<i>Anchor/Indicator Business</i>)
Foster	<ul style="list-style-type: none"> • Red Castle Games participated in Little Boxes for the first time and increased sales 108% over 2013. (<i>Anchor Business</i>)
Hawthorne	<ul style="list-style-type: none"> • Asylum sales increased 35% over last year. The store participated in the Hawthorne Holiday Stroll for the third year and featured its annual live mannequin and a DJ spinning vintage holiday records. Owners Anton and Debra Cox are "optimistic about this holiday season and the improving economy."
Hillsdale	<ul style="list-style-type: none"> • Paloma Clothing sales increased 7.5% over 2013, which saw a sales increase of more than 25%. 'Golden Ticket' sales and Small Business Saturday promotions contributed to the shop's success. Owner Mike Roach is "cautiously optimistic that the holiday season could produce some very solid gains barring major weather events." (<i>Anchor/Indicator Business</i>)
Kenton	<ul style="list-style-type: none"> • Kenton Antiques survived a store flood on Friday and ended the weekend with record turnout on Sunday and a 3% overall increase in sales over last year. (<i>Anchor Business</i>) • Salvage Works sales increased 30% on Small Business Saturday; Little Boxes generated sales and new customers.
Mississippi	<ul style="list-style-type: none"> • Black Wagon sales have been strong all year and owner Sarah Shaoul "is feeling good about how we'll do this holiday season." (<i>Anchor/Indicator Business</i>) • Annual Tree Lighting attendance increased 25% over 2013.

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Multnomah Village	<ul style="list-style-type: none"> • Thinker Toys early sales up 8%; owners Joan and Tye Steinbach are “very happy”. (<i>Anchor/Indicator Business</i>) • ‘Golden Ticket’ distribution is going well; merchants from Annie Blooms Books to Switch Shoes & Clothing are looking forward to a strong holiday season and total 2014 numbers are expected to set records for the 5th straight year.
N/NE	<ul style="list-style-type: none"> • Annual Tree Lighting attendance increased 50% over last year. Community members contributed two full barrels of non-perishable food and unwrapped gifts for a local charity.
Pearl District	<ul style="list-style-type: none"> • Garnish sales increased 32% over last year. Owner Erica Lurie remembers “before Little Boxes many of my customers would boycott Black Friday and now they choose instead to shop small! Little Boxes is a great event both for gaining sales through the weekend and gaining new customers. I think it is going to be a strong holiday season.” • Hunt & Gather had strong weekend sales, supported by Little Boxes and Small Business Saturday. Owner Lisa Breslau feels “that there is an upward trend going on in retail in general and consumer confidence is better this year.” • Pearl Fiber Arts increased sales over last year. Per owner Cindy Abernathy “Sales have been strong overall. For the rest of the season we’re hoping for steady sales, as we’ve seen all year, that remain higher than 2013.” • Annual Tree Lighting attendance increased 200% over last year. More than 50 merchants decorated windows as part of Holidays in the Pearl.
St. Johns	<ul style="list-style-type: none"> • St. Johns Booksellers saw a significant increase in new customers as well as a return of infrequent customers over the weekend. St. Johns Winterfest is 12/7 and Co-owner Nena Rawdah expects “a VERY busy day” including a dramatic reading of Dr. Seuss’s holiday classic <i>How The Grinch Stole Christmas</i>. (<i>Anchor Business</i>)

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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