



For Immediate Release

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Neighborhood Retailers Generate Record-Setting Holiday Sales

Business District Events Drive Business Owner Optimism for Season

PORTLAND, OR – December 9, 2014 – Neighborhood businesses set retail records city wide over the weekend, gaining sales momentum as the critical holiday retail season continues. With just 16 shopping days left until Christmas (and only 8 until the start of Hanukkah), neighborhood business districts are bracing for a surge of shoppers. As the support organization for Portland’s 50 neighborhood business districts, Venture Portland promoted the weekend’s holiday festivities to help ensure the season was merry and bright for local retailers. In Portland, where 98% of neighborhood businesses have five or fewer employees, supporting small is really big.

Following Black Friday and Small Business Saturday, neighborhood business districts provided a wide variety of shopping incentives for Portlanders, including a series of innovative events December 4-7. In total, Portland’s neighborhood business districts will host 25 festive holiday events throughout the season, 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 features continued promotions to help Portlanders stretch their holiday dollars:

- **Golden Ticket (Beaumont, Hillsdale, Multnomah Village)** – make a qualifying purchase and earn a Golden Ticket to redeem for a deal or discount at another participating business; make a purchase, earn another Golden Ticket!
- **Wooden Nickel (Kenton)** – make a qualifying purchase and earn a hand-carved Wooden Nickel to redeem for a deal or discount at another participating business; make a purchase, earn another Wooden Nickel!
- **Soul District Bucks (N/NE)** – make a qualifying purchase and earn a Soul District Buck to redeem for 10% off a \$25 purchase at another participating business; make a purchase, earn another Soul District Buck!
- **Holidays in the Pearl** – take a ‘selfie’ at your favorite decorated window and post it with #PearlHolidays and #BestWindow for a chance to win one of three fabulously festive prize packages from Pearl businesses.

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

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FACT SHEET

Holiday Trends (Cyber Monday; December 4-7)

December 9, 2014

District	Shopping Trend (to date)
Neighborhood Business Districts City Wide	<ul style="list-style-type: none"> Retail sales continue to set holiday records city wide. Retailers optimistic about rest of the season and reporting strong sales results to date.
Hawthorne	<ul style="list-style-type: none"> Asylum sales have easily beaten 2013 numbers for the first seven days of December. Cyber Monday sales were up and the rest of the week remained strong.
Hillsdale	<ul style="list-style-type: none"> Paloma Clothing concluded its annual four-day Holiday Sale with a 6% increase in sales over 2013. Owner Mike Roach is "very pleased and feels it bodes well for the balance of the season. I wore my "Shop Small" button on my sport coat and customers said they liked it." <i>(Anchor/Indicator Business)</i>
Kenton	<ul style="list-style-type: none"> Kenton Antiques increased sales 42% over 2013 and sold one of the store's signature items, a large Navajo-made turquoise cuff from the 1940s. Sales 12/8 (first open Monday of the season) increased 100% over projections. <i>(Anchor Business)</i> Inaugural Tree Lighting brought 150 revelers to Kenton and drove Wooden Nickel sales.
Mississippi	<ul style="list-style-type: none"> Black Wagon sales increased 40% over the weekend! <i>(Anchor/Indicator Business)</i> Mississippi Ave Wish List features local luminaries highlighting items they love in their favorite stores. mississippiave.com/wishlist
Montavilla/East Tabor	<ul style="list-style-type: none"> Union Rose increased sales 10% over 2013. <i>(Anchor Business)</i>
Multnomah Village	<ul style="list-style-type: none"> Holiday Gala drew hundreds of shoppers to the Village over the weekend, driving 'Golden Ticket' sales in all participating businesses. Total 2014 distribution is expected to set records for the 5th straight year.
NE Broadway	<ul style="list-style-type: none"> Broadway Floral Home and Garden increased sales 51% over 2013 on Ladies Night Out! Sales are trending up for December and Owner Doug Fick projects ending 2014 with sales up over last year. Golden increased sales significantly over the holiday weekend, driving owner Sara Helmer's best November since opening in 2010. NE Broadway's Ladies Night Out was "a HUGE success again this year. Sales were way up and I feel strongly about the rest of the season - we are on trend to reach our goal for the month and the year." <i>(Anchor Business)</i> 4th Annual Ladies Night Out drove strong sales for participating business despite record-setting rain.

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Nob Hill	<ul style="list-style-type: none"> • Child's Play Toys is having a great year! Sales are up over 2013 and Cyber Monday drove significant in-store sales. Owner Pat Fiedler has "a very positive feeling about this season's sales." (<i>Anchor/Indicator Business</i>)
Pearl District	<ul style="list-style-type: none"> • Oblation Papers & Press is on track to end the year with sales 10% up over 2013. Cyber Monday was the store's best yet with sales hitting the same heights as Small Business Saturday. Co-owner Jennifer Rich is planning "for a great rest of the season." (<i>Indicator Business</i>)
Sellwood	<ul style="list-style-type: none"> • Tilde increased Cyber Monday sales 5% over 2013. But the big story was the shop's 38% increase in year-over-year sales on 12/6. This record-breaking day was the biggest in the store's nine year history. Owner Debbe Hamada is "feeling VERY positive this will be another strong holiday season. We did participate in our district's event; it's always a big day - but this was out of this world. Yay!" (<i>Anchor/Indicator 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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