



## Open Late initiative

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

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

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

### Please count me in for the following:

I am in for the Open Late!

Will be Open Late the following days:

Monday  Tuesday  Wednesday  Thursday

Friday  Saturday  Sunday

Need a pole and bracket \$20

Help installing!

Not at this time

The Open Late initiative requires the business to be open at least until 8 pm. Fredericksburg VA Main Street Inc. will supply the first flag free. In the event that flag is lost or stolen, a \$45 fee will be charged to replace the flag.

Main Street can remove the flag from the business if there is inconsistency with the staying open until 8pm.

Changing the perception that Downtown is not open after 6pm takes time. It's a 2 to 4 years of consistent promotion and commitment to change the perception that Downtown is open after 6pm.

### Best Practices:

Thursdays, Fridays and Saturdays are strong days.

Seasonal: Late Spring, Summer, Fall and during holiday season are great times to start.

Display the flag for the full day that you are open late AND only days that you are open late.

Bring the flag in at night.

Cross promote with another business that is open late.

Promote that you are open late in your marketing materials.

Verify hours listed on all social media platforms, yelp, google, etc.

Display the hours on your door or window for guests to find easily.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date