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BALTIMORE RETAIL WEEK REVIEW

Promotion Builds Awareness of Benefits of Shopping Downtown

Baltimore, MD – Ninety-three percent of participating retailers in Baltimore’s first unofficial week of tax-free shopping said they would choose to take part in the promotion again, according to a survey conducted by Downtown Partnership of Baltimore.

Retail marketing firm Epps Consulting, with the support of Downtown Partnership, organized Baltimore Retail Week to build awareness of Downtown’s unique retail stores, to draw visitors to the area, and to encourage nearby residents and employees to shop where they live and work.

According to Downtown Partnership’s survey, Baltimore Retail Week, held April 16-25, made progress towards reaching these goals. The 130 shoppers who participated in the survey said the three major advantages of shopping Downtown are unique retailers, stores within walking distance, and the ability to support locally-owned businesses.

More than fifty Baltimore retailers, from Mt. Vernon to Canton, Hampden to Harbor East, participated. All offered at least six percent savings during the week.

One retailer said the discount gave shoppers “the edge to buy.” In fact, according to the survey, one of every three shoppers who visited a store because of the promotion said they made a purchase.

Urban Chic, one participating retailer, says they noted a significant increase in foot traffic at their “Tibi Trunk Show” due to Baltimore Retail Week.

Only 46 percent of the 16 retailers who participated in the survey said the promotion brought them direct benefits, however, 54 percent of shoppers said the promotion convinced them to visit a retailer they would not have otherwise.

Stay tuned for information on Baltimore’s second annual Retail Week, which will return in February or March of 2011.

Downtown Partnership of Baltimore is a non-profit corporation creating a more vibrant Downtown community for businesses, property owners, residents, and employees. Through its many initiatives, Downtown Partnership improves Downtown’s quality of life by increasing investment, retaining business, solving transportation challenges, improving parks and greenspace, and creating

workforce development opportunities. For more than 25 years, these programs have been good for Downtown and good for Baltimore.

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